



Young Professionals Network of Ontario

YPN in-a-Box Template

- **Determine the Demand/Opportunities**
 - Host a town-hall meeting to assess interest and discuss goals.
 - Survey
 - Approach employers with young employees to have their industry represented.

- **Define a Board of Directors**
 - Recruit board members for skills.
 - *See YPNO example in link.*

- **Develop Mission, Vision, and Core Purposes/Pillars of the YPN**
 - **Vision:** a destination point; conveys a larger picture of working together. Answers the question: ‘What impact do we want to have?’
 - **Mission:** Our fundamental purpose; describes what we do, who we serve, how and why we do it.
 - **Core Purposes:** Major focus points that contribute to achieving the vision.
 - *See YPNO examples in link.*

- **Create YPN Name, Logo, & Brand**
 - Brainstorm names – could be YPN (City Name) or something with more meaning to your YPN’s goals. Examples include ‘SHIFT – Thunder Bay’s Young Professionals Network’ or ‘Next Niagara’.
 - There are 32 YPNs in Ontario, you can visit the YPNO website to see more examples and ideas.
 - Engage a local PR firm (possible sponsorship opportunity).
 - Receive feedback
 - *See YPNO example in link.*

- **Develop Bylaws & Policies**
 - Director Roles
 - Membership information
 - Voting Policies
 - Not every YPN needs to have a strict set of bylaws. This is something that can be developed as the organization grows and defines how they want to run.
 - *See YPNO Example in link.*



YPN in a Box

- **Develop a List of Potential Sponsors & Partners**
 - Sponsors/Partners can offset startup cost.
 - In-Kind sponsor are a great support: web design, PR firms, marketing support.
 - Provide you with resources: office space, supplies, and advocacy.
 - Examples: Local Chamber, businesses, banks, etc.
 - *See YPNO sponsorship package in link.*

- **Administration/Finance: Open YPN bank account**
 - Delegate treasurer role.
 - Community Bank Account at any institution is recommended.
 - Easier to track revenue and expenses.

- **Launch YPN:**
 - Prior to launch take time to determine who will administer the [Social Media Accounts & website.](#)
 - Set up guidelines for posting – Communications Plan.
 - YPN Email address: who will monitor?
 - **Launch Event:**
 - Host a unique event to attract potential members i.e. Speed Networking.
 - Create an agenda for the day's event: who is your spokesperson & when will you introduce the YPN, Directors, and brand.
 - Invite media and local politicians.
 - Have all members of your board ready to answer questions about your YPN.
 - Have 'coming events' planned/have dates set and encourage continued attendance.
 - *See YPNO Examples in Links.*

- **Begin recruiting members**
 - Word of mouth is one of your greatest assets. People are more likely to participate if someone they know is going.
 - Facebook promotion.
 - Incentives: Free tickets and contest prizes.
 - Engage other community groups.