



Guidelines for Naming Chapters

Effective 1/1/2008

Chapter names will not be accepted unless they follow these guidelines. (Do not worry, established chapters, with names that do not conform, are grandfathered and will not be changed.)

1) The Name must say LeTip.

It is an obvious rule, but there are chapters out there with four or five words and no LeTip. The LeTip name shall appear as LeTip of:

example: LeTip of Mesa

Why: The name of LeTip is our most valuable asset.

2) The second part of the name is ALWAYS geographical in nature.

It can be a town or city. It can be a landmark, park, neighborhood - something that shows location, or is indicative of the area. For Instance, Chicago has the Miracle Mile, NYC has Park Avenue. Although these names are not strictly towns, they have great geographical meaning and recall.

3.) No duplicate names within one state.

If there is a LeTip of Tintytown, PA we will not accept a LeTip of Tintytown Hills, PA.

If there is a request for a LeTip of Tintytown, FL, we will accept that.

Why: Duplicate names are plagued with problems. Prospects get confused. For example: a prospect goes to a chamber function and a member invites them to a meeting - and the name of the chapter is used 2, 3 or more times. Chances are, when it is time to finally go to a meeting, all the prospect will remember is the town name and LeTip. If there are more than one chapter using that name it becomes a guessing game.

4.) No other words are allowed.

We no longer accept: Professional, Executive, Networking, Referral, Group, Business, etcetera.

It complicates the name, makes it unnecessarily long. Those attributes are inherently understood when joining LeTip.

5.) No time designations.

This means we no longer accept LeTip of Harleysville Morning, or LeTip of Locust Valley Lunch, or Pepperidge Afternoon, or Barnstable Breakfast.

Why: It happens over and over... morning chapters decide to become lunch chapters or visa versa. Besides the immense job of redoing all the files, name recognition is lost.

Please follow these guidelines and your chapter names will be approved quickly.