



2025 Chapter Leadership Workshop



WAI2025



Download the NEW WAI Together app to stay in contact with other Chapters and share your great ideas!



SCAN ME



WAI2025



Download 2025 Chapter Sessions





Vote for the Chapter Logo of the Year!
The winner of the contest will win a FREE pop-up chapter banner.





Your WAI Chapter & Membership Team



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WAI2025



20,000 MEMBERS

- 120 COUNTRIES

170 CHAPTERS

- 33 COUNTRIES



WAI2025



WAI Vision Statement



We envision a world where
the sky is open to all, where
aviation and aerospace
dreams are possible
without barriers.





**9,745 INDIVIDUAL AND FAMILY
MEMBERS**

5,978 STUDENTS 18+

**5,379 STUDENTS AND JUNIORS
UNDER 18**



WAI2025

10,277
CHAPTER
MEMBERS



WAI2025

A photograph of two young girls in scout uniforms sitting in the front seats of a small airplane. The girl on the right is wearing a red vest with '090' on it and is holding a smartphone to take a picture. The girl on the left is also smiling. The background shows the interior of the plane and other people in the background.

A group of young girls in school uniforms are posing for a photo in front of a school building. A woman in a pink shirt is hugging them. A sign on the wall lists names and titles. The sign reads: "DeVED", "ANG SARIN Z.", "MAY PINEDETERA", "MAY B. COLAN", "MAY PINEDETERA", "JESSIE R. PER", "JESSIE R. PER", "MARIELLE ARCA", "MARIELLE ARCA", "ROSARIO R.", "ROSARIO R.", "CATHYAN M.", "CATHYAN M."

A female astronaut in a green flight suit with NASA patches is leaning over a table, showing a space helmet to a young girl. The girl is wearing a light blue shirt and a backpack. They are at a NASA event, with other people and a NASA banner visible in the background.



A Women in Aviation International® Event



What makes WAI unique?

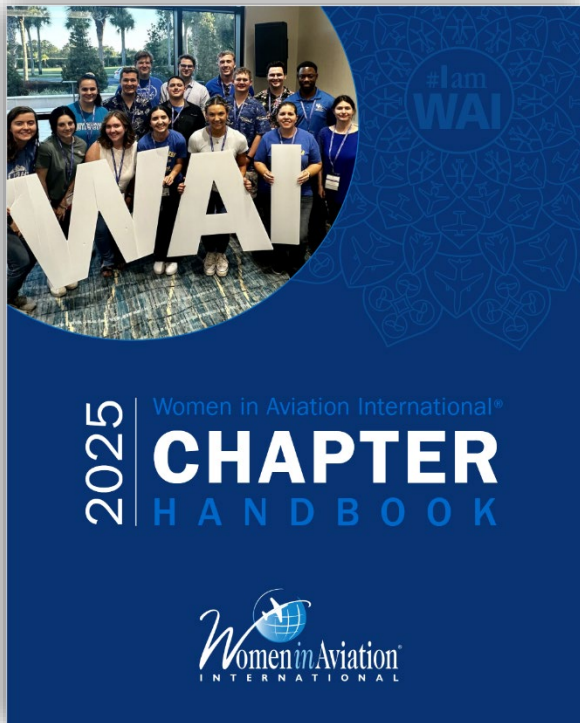


Women in Aviation International is made up of ladies and gentlemen from all backgrounds of all age groups within aviation and aerospace working toward common goals. Our Purpose is to:

- Foster, promote and engage in aviation education, particularly as it relates to women in aviation.
- Cultivate, foster and promote interest and understanding among the public in the accomplishments and contributions of women to the aviation industry.
- Promote, encourage and facilitate membership in WAI and Chapter.
- Support and promote the mission, vision, goals and objectives of WAI.

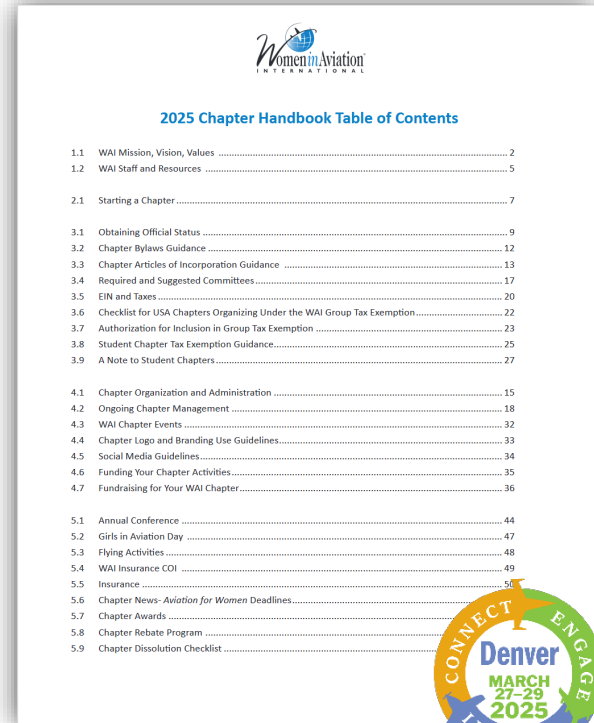


2025 Chapter Handbook



Concise, easy
to navigate
format

Includes links
to essential
documents
and websites



The page shows the '2025 Chapter Handbook Table of Contents' with a list of sections and their corresponding page numbers. A circular badge in the bottom right corner indicates the 'Denver' event from 'MARCH 27-29, 2025' with the themes 'CONNECT', 'ENGAGE', and 'INSPIRE'.

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Cart

Contact Us

Jessica Litz-Rowden
Women in Aviation
International

WAI Conference



AFW Magazine



Join



Chapters



Scholarships



WAI Store

[Events](#)[Membership](#)[Communications](#)[Scholarships](#)[Resources](#)[About](#)[Donate to WAI](#)

WAI Chapter Resources

Being part of your local WAI chapter is one of the best parts of the WAI experience! It's where you'll find amazing opportunities to connect with others, build a sense of community, volunteer, have fun, and make lasting friendships. Your WAI chapter is the heart of it all—Connect, Engage, and Inspire!

CHAPTER RESOURCES

[Click to Download the COMPLETE 2025 Chapter Handbook](#)

Exploring starting a Women in Aviation International Chapter in your area?

- Download the [Starting a WAI Chapter Module](#)
- Download the [Starting a WAI Chapter Presentation](#)

Taking your Provisional Chapter to Official status?

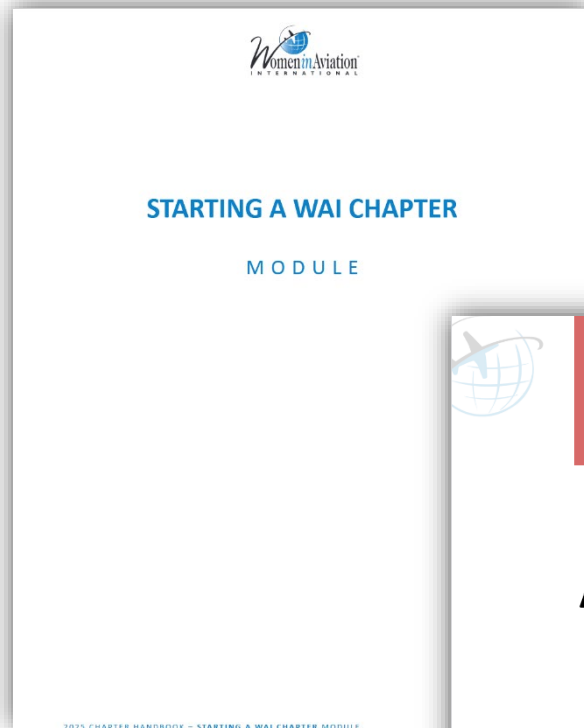
- Download the [Provisional Chapter to Official Chapter Module](#)
- Download the [Provisional Chapter to Official Chapter Presentation](#)

Looking for resources to lead your Chapter?





Introducing: WAI Chapter Modules

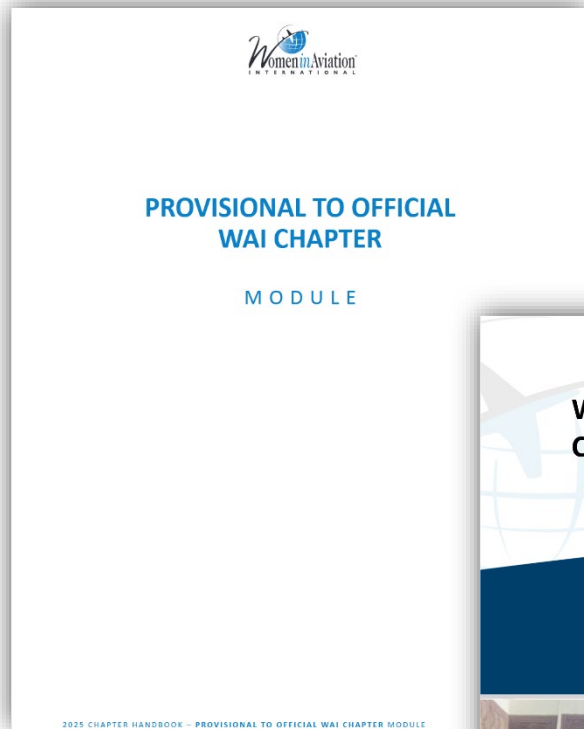


Starting a WAI Chapter Module and Starting a Women in Aviation International Chapter Presentation.

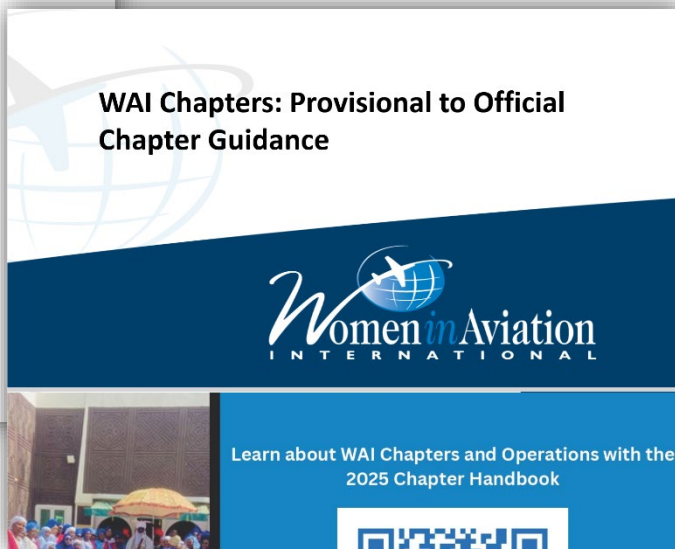




Introducing: WAI Chapter Modules



Provisional to Official WAI Chapter Module
and Provisional to Official Guidance
Presentation.

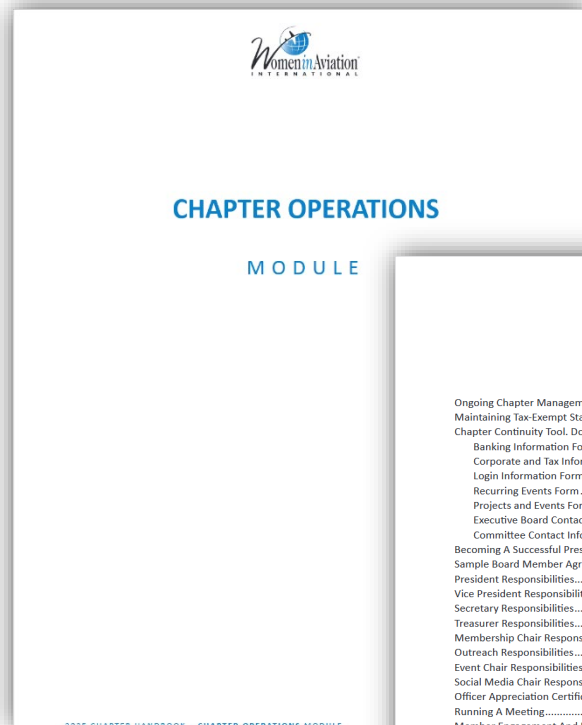




Introducing: WAI Chapter Modules



Chapter Operations Module



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Taking your Provisional Chapter to Official status?

- Download the [Provisional Chapter to Official Chapter Module](#)
- Download the [Provisional Chapter to Official Chapter Presentation](#)

Looking for resources to lead your Chapter?

- Download the [Chapter Operations Module](#)

Planning a Girls in Aviation Day?

Find guidelines, activities, host kits, and more with [Girls in Aviation Day Resources for Event Hosts](#)

Additional Resources

[Request a Chapter Outreach Package for an Event](#)

[2025 WAI Brand Guide for Chapters](#)

Still have questions? Don't hesitate to reach out to us at chapters@wai.org

[Visit the Chapter Store](#)

Easy Chapter Payment Links:

The 2025 Provisional Chapter Application Fee is \$100

[Pay Your Provisional Application Fee Here](#)

The 2025 Official Chapter Application Fee is \$150



WAI2025





Download the NEW WAI Together app to stay in contact with other Chapters and share your great ideas!



SCAN ME



WAI2025



Home



Notifications

🏠 Home

👤 Profile

📰 News Feed

🔗 Networking ¹

💬 Discussions

📋 Users List

💬 Messages

🔔 Notifications

📅 WAI Events

📅 Upcoming Beta Test ...

⚙️ Settings

📄 Code of Conduct an...

🌐 WAI Together Feedb...



Community Pulse

Find Connections

Ask a Question / Get Advice

Jobs / Careers

Code of Conduct and User Agreement

WAI Website

LF Lauren Featherstone replied to your discussion "Welcom...
2h ago in Discussions

WAI WAI Membership Team sent a push 830AM WAI Conference Chapter and New Member Connect Brainstorm: "Hey Team! Our morning meeting begins in 15 minutes! If you can't make it no worries - you can join the 7PM meeting this evening."
Feb 25

WAI WAI Membership Team sent a push WAI Conference Chapter and New Member Connect Brainstorm - 7PM: "Hey team! Heres the link to RSVP for the meeting tomorrow at 7PM! If you have any questions, please message Olivia or Suprina."
Feb 24

WAI WAI Membership Team sent a push WAI Conference Chapter and New Member Connect Brainstorm: "Hey Team! This is the RSVP link for the 830AM meeting tomorrow. Another push will go out for tomorrow at 7PM. Please send a message to Olivia or Suprina if you have any questions!"
Feb 24



WAI2025



Chapter Store and Merchandise: 1:1 with Expo Merch



WAI CHAPTER STORE

Search the store

WAI CHAPTER STORE HOME

SHIPPING

CONTACT US

WELCOME TO WAI CHAPTER STORE!

33 Old Boston Road Wilton, CT 06897

978.525.3400

Sign In / Register

Recently Viewed

Wish Lists

Cart

Instagram

Facebook

X

LinkedIn

CATEGORIES

GIAD 2024 Event Hosts

Chapter Promotions

Chapter Logo Apparel

Chapter Graduation

POPULAR BRANDS

ExpoMerch

WAI

Gildan

Port & Company

Post-It Notes®

View All

GIAD 2024 ORDER INFORMATION

Order up to 50 FREE GIAD Activity Kits (includes the complete kit and shipping)
Additional Activity Kits can be ordered for \$10 each.
For questions, please contact WAI at GIAD@WAI.ORG.
Int'l Order Deadline: July 31, 2024 U.S./Canada Deadline: August 5, 2024

GIAD 2024 ORDER NOW!

CHAPTER PROMOTIONS

CHAPTER LOGO APPAREL

CHAPTER GRADUATION

Featured

Bestselling

SOLD OUT - Girls in Aviation Day 2024 Activity Kit

WAI

\$0.00

ADDITIONAL Girls in Aviation Day 2024 Activity Kit

WAI

\$10.00

Sky Is Unlimited Career Guide (10 Pack)

WAI

\$15.00

Aviation for Girls 2024 Magazine (10 Pack)

WAI

\$25.00

LIMITED EDITION - GIAD 10th

UNISEX - Raspberry GIAD Mandala T-

YOUTH - Raspberry GIAD Mandala T-

Raspberry Embroidered GIAD LOW

CONNECT

ENGAGE

INSPIRE

Denver

MARCH 27-29 2025

WAI2025

Contact us!



Vote for the Chapter Logo of the Year!
The winner of the contest will win a FREE pop-up chapter banner.



Introducing: Jessica Belcher



Jessica Belcher is the Marketing Manager for Exclusive Aircraft Sales, a brokerage based in Minneapolis, Minnesota. With a focus on digital marketing, her role includes aircraft photography, market research, social media management, and website management. A past officer with the Stars of the North WAI chapter, past chair of IADA's NextGen Young Professionals Committee, she recently became the Executive Director of the Minnesota Business Aviation Association, and is chair of the NBAA's Local and Regional Groups Committee. An NBAA 40 Under 40 honoree, WAI's Harvard Division of Continuing Education - Women in Leadership Inaugural class scholarship recipient, and newly Certified Aviation Manager credential holder, Jessica is proud to share her work in the business aviation industry with colleagues and the next generation of aviators.



EDUCATION
SESSIONS

Optimizing Your WAI Chapter's Digital Presence

Jessica Belcher, CAM

36th Annual Women in Aviation
International Conference



#WomeninAviationInternational

#WAI2025





Learning Objectives



In this modern world, a strong online / digital presence is crucial, as it is a primary way for potential members and sponsors to find your chapter.

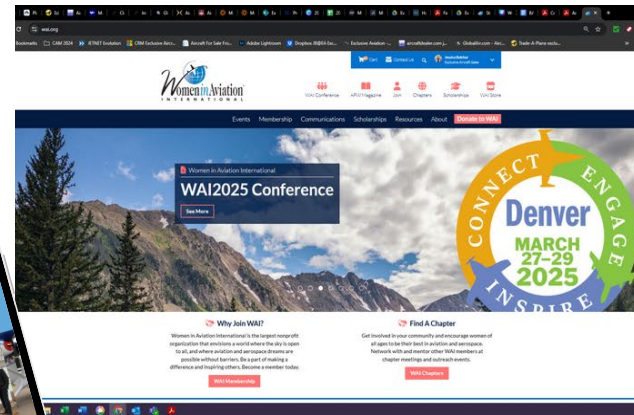
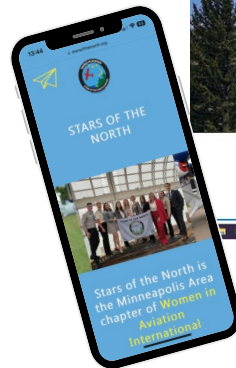
It's how you SELL your chapter.



Today's Topics



- Website
- Communications
- Social Media
- Events





What is your **WHY**?

Think about your **WHY** with all your chapter's projects.

WHY are we considering / hosting / putting time, effort, and energy into this?

Having clear expectations from the start will keep you on track and efficient.

This is especially helpful when time and resources are limited!

What is your WHY?

The Golden Circle

WHAT

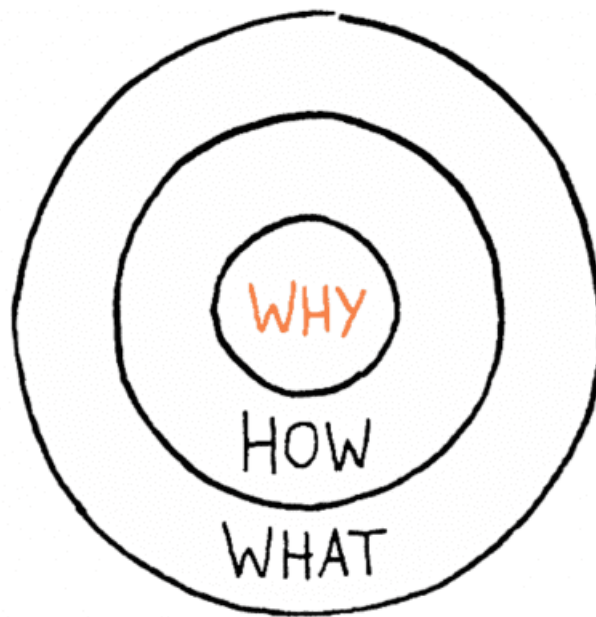
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

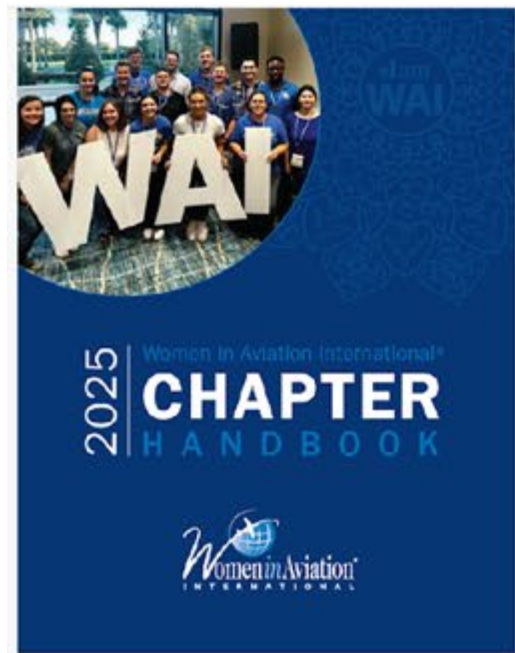


Simon Sinek's
Golden Circle

Start with WHY



**Your first resource, as a
WAI chapter:**



2025 Chapter Handbook

<https://www.wai.org/chapter-resources>

Chapter Website

Disclaimer:



The software / brands / options shared today are simply suggestions of tools you can use and are not intended to be endorsements by WAI.



Chapter Website



**Why should you have
a website for your
chapter?**



Chapter Website



Pros:

- Collect membership dues
- Collect donations / sponsorships
- Showcase members
- Share details about events
- Spotlight community happenings
- Find volunteers
- Chapter digital 'storefront' / presence



Chapter Website

Cons:

- Financial costs
- Choose a software
- Merchant fees for electronic payments
- Time and skills: design the website
- Update the website



Chapter Website



Website Software:

Squarespace

Wix

WordPress

URL Sources*:

Go Daddy

Google

NameCheap

*often part of your software costs

Chapter Website

Get creative!

- The website should match your logo, colors, and culture of your chapter.
- Be professional, energetic, and positive!
- You're **SELLING** your chapter to members and sponsors.





Chapter Website



What pages or tabs should you include?

- About the chapter
- Meet the leadership
- Meet the membership
- Join / renew
- Events
- Sponsor / donate
- Volunteer
- Sign up for emails
- Links to other orgs
- Scholarship info
- Connect on social media
- ***WHAT ELSE?***



Chapter Website

Procedures / Policy:

- Create a standard operating procedure / reference doc.
 - Passwords, tips / tricks like photo size, renewal date, etc?
- Include guidelines for content, frequency of updates, etc.
- This will keep you organized and help with the transition period for incoming officers.

Chapter Website

Regularly review your content:

- Do the links work?
 - Are the photos old / stale?
 - Are the events / pages current?
-
- Who oversees this; how often are pages reviewed?
 - Set reminders so you know to go in and review.

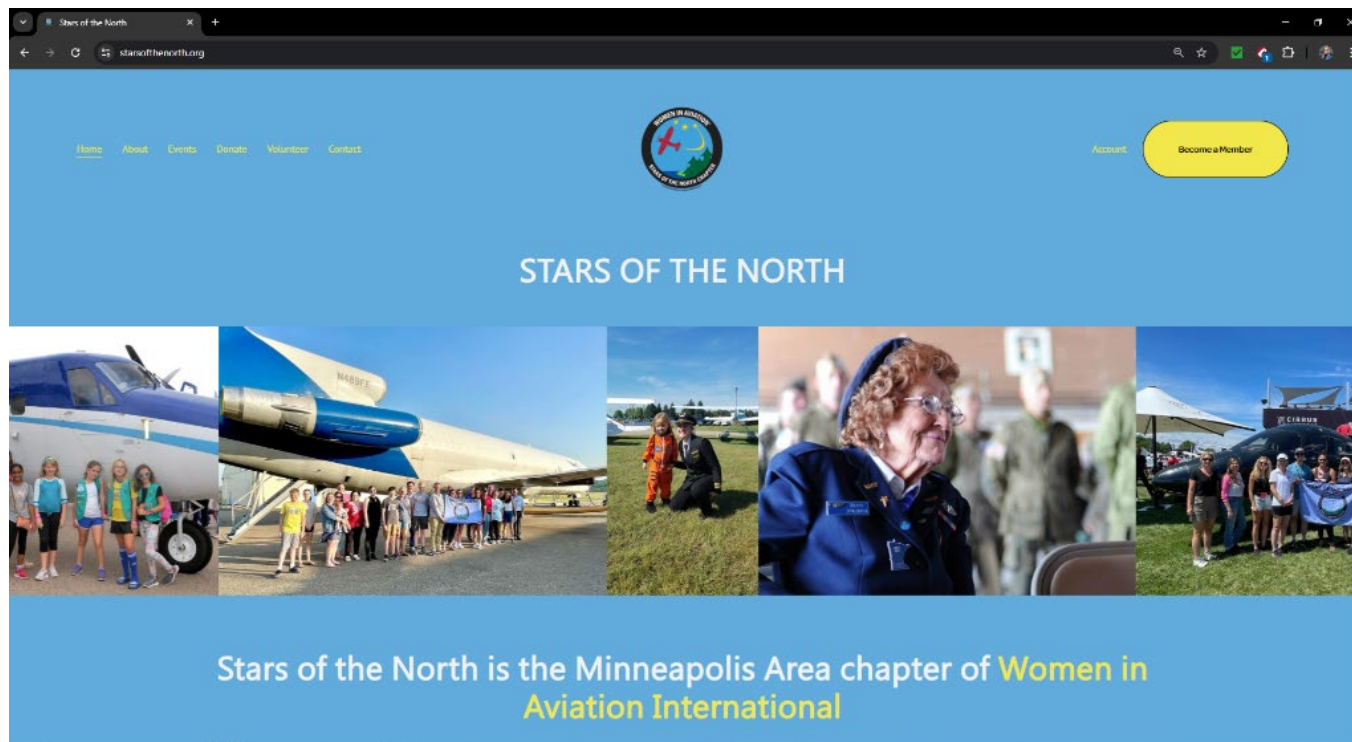




Chapter Website



Example:



starsofthenorth.org



Chapter Website



Communications:

**** with entire chapter, AND among your Officers / Leaders****

- Email - newsletters or individual sends
- Comm apps like Slack or Discord or WhatsApp
- Mass text (tools like Twilio, ClickSend)
- Group texts
- Socials, but keep in mind that not everyone uses social media!



Chapter Website

Communication Tools:

- MailChimp (email software)
- Survey Monkey (send surveys)
- Google Forms (RSVPs, survey, feedback)
- Google Groups (to streamline emailing)



Chapter Website

Take a Pause:

are there any questions
about websites or comms
before we move on?





Social Media



**WHY should you use
social media with your
WAI chapter?**

Social Media

Pros and Cons for using socials:



- Free (until you boost / run ads)
- Takes time and creativity to create content
- Most anyone can manage / post content
- Tech and trends change FAST; hard to keep up
- Easy engagement with members / attendees
- Bots / hackers / scams are everywhere
- Members are likely already using social media
- Misinformation, negativity, FOMO

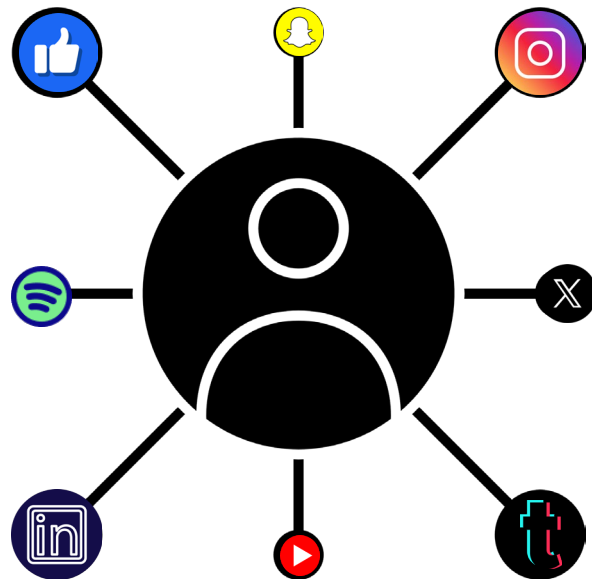


Social Media

Platforms:

- Facebook
- Instagram

- Spotify
- TikTok
- X / Twitter



- LinkedIn
- YouTube



Social Media



..... is eating a cupcake



Here is a photo of a cupcake!



Here is the link to purchase the cupcakes I shared!
Use my code to save 20%!



I have a PhD in cupcakes



Watch and learn to bake your own cupcakes!
Like and subscribe for more.



I love cupcakes!
#sprinkles #tinycakes



Learn a dance about cupcakes



A playlist of music inspired by cupcakes



See my cupcake? OOOH -- and its gone.



Check out 30 photos of aesthetically pleasing cupcakes





Social Media



Develop Guidelines / SOPs:

- Voice
- Captions
- Frequency of Posts
- Hashtags
- Branding Guidelines



Social Media



Develop Guidelines, Cont'd:

- Is the same Officer running web, comms, and social?
- Is the work being shared between 2 or more people?
- Create a shared calendar for posts and planning of content!
- Marking things like 'National Aviation Day' in advance helps to plan.



Social Media



Develop Guidelines, Cont'd:

Diverse messaging is good! Mix up your content.

- Share posts from other orgs – 99s, EAA, NBAA, WAI, WCA, IAWA, AWAM
- Be a good community player; ‘share for share’ is helpful for networking.



Social Media



Develop Guidelines, Cont'd:

- Review your platforms just like you review your website / pages.
- Proofread, use tools like spell check; review each other's work.
- Be sure your message is clear, concise, and correct.
- Double check posts before sharing. You can delete and repost, but screenshots can go viral for the wrong reasons.



Tools:

- Buffer (post scheduler)
- Canva (design software and scheduler)
- CapCut (video editing)
- Hootsuite (post scheduler)
- Linktree ('link in bio' / one stop shop for links)

Events:

- How is your chapter getting people together?
- Whether in person, virtual, casual, formal, educational, activity, giving back, networking - connections build community!
- **Some want pizza,
some want purpose.**





Social Media



Event Promotion:

- Graphics are incredibly helpful!
- Visuals and imagery set the tone & expectation.
- Include who, what, when, where, why, and how.
- Location, including the city and state, and airport code.





Social Media



Event Promotion:

- Registration Information
- Cost
- Age Limits
- Parking Information
- Speakers
- Sponsors
- Host / Venue
- Dress Code
- Check in Time / End Time



Social Media



WAI2025

PLEASE JOIN US FOR OUR

Annual Membership Meeting



02.01.2025

MILLION AIR DALLAS -
ADDISON AIRPORT, 4350
AMELIA EARHART DR,
ADDISON, TX 75001

RSVP ON OUR WEBSITE

April SOTN Event

Sunday April 26
12-2pm

Come help out at Feed My Starving Children with Stars of the North and make a difference in the lives of those in need!



Boxes packed: 122
Meals: 26,352
Kids fed a daily meal for a year: 72
Cost: \$7,643.08

Register here!



POWERED BY



GIRLS IN AVIATION
TECH DAY

WEDNESDAY, MARCH 19, 2025

BARRINGTON IRVING
TECHNICAL TRAINING SCHOOL
10:00 AM - 2:00 PM
14600 NW 42ND AVE, OPA-LOCKA, FL 33054
REGISTRATION 9:00AM

WHAT TO EXPECT

- AAR "Day in the Life of an Aircraft Mechanic"
- Trax Mobilizing Aviation Maintenance Demo
- soFLY WAI Mentor Connect
- STEM Activities & Aircraft Display
- Hot Seat Flight Simulators by MDC
- Red Phoenix Female National Drone Team
- Desktop Flight Simulators by MSJHS Hawks
- Food, Ice cream, DJ, swag bags, art & more!



BITTS
BARRINGTON IRVING
TECHNICAL TRAINING SCHOOL

FREE TICKET

info@soflywai.org | www.soflywai.org/giad | 305.432.7429

Event Planning Tools:



- RSVPs - Google Form, Eventbrite, Eventcreate,
- Social Media tools: Facebook and/or LinkedIn events
- Do you need a release, or advanced ID / background checks?
- Wait list to manage?
- If virtual – Zoom, Google Meet, Teams



Social Media



Overall Tips / Tricks / Reminders :

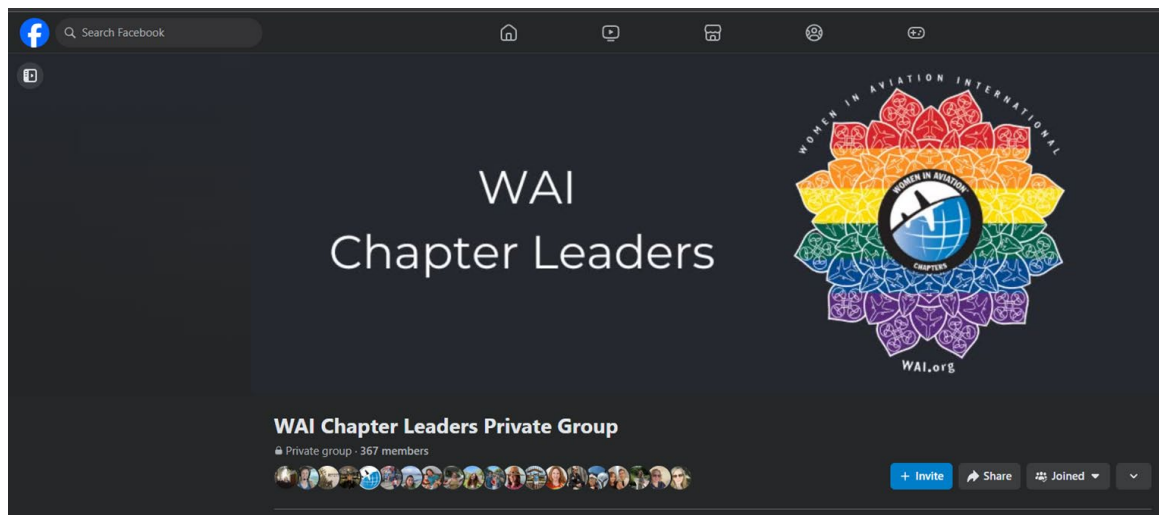
- Bots /scams are everywhere. **Be skeptical!** This goes for email, comments, DMs, texts.
- Tag people in your posts - members, hosts/venue, sponsors, speakers.
- Handles and logos are often found on websites.
- Use a 'Call to Action' in posts - encouraging interactions help posts to be seen.



Social Media

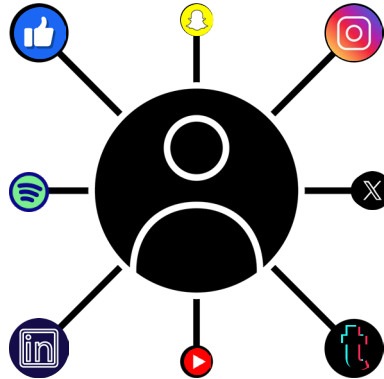


WAI Chapter Leaders Facebook Group :



Social Media

Questions about social media?





Recap



In this modern world, it's helpful to have a solid online presence for your chapter.

These tools help to recruit new members, stay connected with current members, and solicit sponsors, with other benefits as well.

Empowering your chapter officers and volunteers to lead these key aspects of a chapter help grow skills and confidence, strengthening your chapter overall!



Thank you!



Thank you for your time today, and for taking the leap
to be a chapter leader!

Your dedication to WAI and your chapter are
appreciated, and valuable.

If I can be of any assistance beyond today,
please don't hesitate to reach out!

linktr.ee/jetssica



Don't Forget
to take the
Session
Survey in the
App!

