

Building a Group of Sibling Organizations



Networking as an individual is about creating and strengthening connections with another person. When you network, your goal might be to connect with new people with similar interests, who you can bounce ideas off of, work on a project with, maybe even help you find a new job.



Have you ever thought about using the same concept to create similar relationships with other boards and organizations? Sibling Organizations. The goal of these alliances is to develop mutually beneficial relationships and find ways to partner, collaborate and do great things...together.

What's a Sibling Organization?

A Sibling Organization can be an association chapter that's part of your organization or an association chapter in another organization whose mission and goals are similar to yours. Sibling Organization relationships can benefit everyone, from your board to your individual members, as they allow you to accomplish bigger goals, build greater support and ultimately reach a wider audience. This is especially important in our current environment, as having a Sibling Organization expands your connections outside of your chapter and gives you other people to bounce ideas off of, learn from and work with.

Sibling Organizations have symbiotic relationships; organizations help and support each other. There are no hard and fast rules about what makes a good Sibling Organization. Learn what association



chapter organizations are near you, and in today's virtual world, pretty much anywhere, are doing. Are there organizations with missions, goals and projects that excite you? Make you a little envious? Reach out and see if they'd be interested in connecting.

What sorts of benefits can you offer Sibling Organizations?

Sibling Organization relationships are unique and based on the exact chapter, location and needs.

You'll figure out what works best for your chapter. Here a few ideas to get you started.

- List Sibling Organizations in a website directory (Check out GAWPA, Georgia Women CPAs, for an example), with a link to their website and a description of who they are and what they offer
- Create a directory of subject matter experts, for education, speakers, guest blogs, technical help, sponsorships and collaborations
- Promote Sibling Organization events to your membership
- Give Sibling Organization members access to your job board and members-only forum
- Coordinate networking events, in person or virtual, for members of both organizations (or more if you have multiple Sibling Organizations), where members can connect with each other and network.

Why would someone want to be your association chapter's Sibling Organization?

It's about partnership, not poaching. You're not there to take their members. Both organizations support and learn from each other and provide insight, direction and increased exposure. Members can attend the other chapter's events, whether virtually or in person, and chapters can share the cost of speakers or work together on educational programming. The opportunities are endless.

Having the support of a Sibling Organization can help you share resources and have others to talk to who may be experiencing things similar to what your chapter and your board are going through. Together you can figure out what the future holds. You never know what kind of ideas will surface, for both organizations.

