



*Growing and Training the Recovery Workforce*



# Chapter Chartering Manual

*Approved 2/5/2019 by the  
Psychiatric Rehabilitation Association Board of Directors*



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## PREFACE

### Purpose and Distribution

This manual has been developed to assist individuals interested in starting a chapter of Psychiatric Rehabilitation Association (PRA). This manual will be distributed, upon request, to those interested in chartering a PRA Chapter.

### Contacting PRA Headquarters

Unless otherwise specified, PRA may be contacted by email at [info@psychrehabassociation.org](mailto:info@psychrehabassociation.org), phone at 703-442-2078, fax at 703-506-3266, or mail at 7918 Jones Branch Dr, Suite 300, McLean, VA 22102.

## OVERVIEW

### About PRA

Psychiatric Rehabilitation Association (PRA) is a non-profit 501(c)(6) professional society with regional/state chapters and affiliates.

### PRA Membership

Membership is open to all individuals with an interest in some field of psychiatric rehabilitation or related fields. Classes of membership are Individual, Organizational, Strategic Organizational, and VA (Veterans Affairs) Organizational. The classes of membership are more fully described in the PRA membership brochure and on the PRA website ([www.psychrehabassociation.org](http://www.psychrehabassociation.org)).

### PRA Mission

PRA is an organization of psychiatric rehabilitation agencies, practitioners, individuals in recovery, advocates, researchers, educators, service recipients, interested organizations and individuals dedicated to growing and training the recovery workforce through the promotion, support and strengthening of community-oriented rehabilitation services and resources in service of recovery for persons with psychiatric disabilities. Its purposes include:

- To promote and support the development of community-oriented psychiatric rehabilitation services and outcomes for persons with psychiatric disabilities, and to inform the public and policy makers about the principles and practices of psychiatric rehabilitation and needs of persons with psychiatric disabilities.
- To advocate for funding of research in psychiatric rehabilitation, and to support dissemination of findings to promote evidence-based practices.
- To improve professional communication within and about the psychiatric rehabilitation field using state-of-the-art accessible communication technology.
- To advocate and facilitate improved integration, coordination and continuity of services across delivery systems.
- To develop standards and promote the deployment of a well-trained cadre of practitioners.

### Value of PRA and its Chapters to Members

PRA membership provides the opportunity to network with other professionals in the psychiatric rehabilitation and recovery field in a friendly forum. Members seeking opportunities for professional development, lifelong learning, and improved leadership skills are provided with access to the regional and national conferences and workshops of PRA and its chapters/affiliates, as well as online learning via



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the Academy for Psychiatric Rehabilitation and Recovery (the “Academy”) the educational arm of Psychiatric Rehabilitation Foundation (PRF - a 501(c)(3) charitable organization within PRA). Through these opportunities, PRA members can interface with and learn from expert faculty, keep apprised on changes and hot topics in the field, and network with peers to forge a sense of community in the recovery workforce. In addition, PRA members enjoy a subscription to the Journal of Psychiatric Rehabilitation, as well as reduced pricing for certification, recertification, event registration, online courses, and publications.

Chapters promote and support the PRA mission and values and provide PRA members with increased opportunities within their region. Whether separately, or in concert with PRA, our chapters provide members with localized education, public policy advocacy, and leadership development to enhance their careers. PRA membership includes membership to any chapter corresponding with the member’s location.

## Area’s Ability to Sustain a Chapter

Determining sustainability is critical to the PRA chapter formation process; especially whether a chapter on the state/province or larger regional level is most appropriate. Below are contributing factors or resources that may provide useful information in determining chapter sustainability; these are by no means prerequisites to chapter development. PRA will assist with, as appropriate, connecting with nearby PRA chapters, and measuring PRA’s existing membership within the chapter’s prospective area (“territory”). **Taking inventory of any known or identified contacts or “leads” within the categories below is highly recommended; consider inviting stakeholders with significant relevant influence to actively participate in the charter process and/or leadership team.**

- Existing PRA Presence within territory and surrounding region (membership base, individuals with PRA credentials, neighbouring chapters)
- Strategic Partnerships with:
  - Related National Organizations with a local/regional presence
  - Veterans Affairs Medical Center(s) within region
  - Stakeholders within public and private sectors
  - Related professional organizations or informal ‘meetup’ groups
  - Educational Institutions with strong degree or certificate programs in related fields
  - Largest employers of service providers, especially with CPRPs and/or CFRPs
  - Public Officials
- Regional Policy and/or Political Climate
  - Requirement, recommendation, or recognition of PRA credential (CPRP and/or CFRP certification) in Medicaid reimbursement policy
  - Recognized regional need for and/or strong interest in psychiatric rehabilitation services, or improvement thereof

## Financial Responsibility

The organization of a new chapter involves expenditures, including meeting costs, supplies, telephone, postage, marketing, website, and other reasonable costs. Adequate records of all expenses and funding sources must be maintained throughout the chapter charter process. All expenses related to the charter process, as well as the normal business of the chapter post-approval, are the sole responsibility of the prospective or established Chapter entity or Committee to Organize a PRA Chapter (COPC) (other than any chapter rebate arrangement outlined in an executed Chapter Agreement upon completion of the charter process).



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## Time Frame

PRA Leadership will work with the individuals attempting to charter or reactivate a chapter for as long as necessary to ensure that the potential chapter will be viable. It is anticipated that the chapter organization process should be completed within one to two years of beginning active interest meetings. Upon execution of the Chapter Agreement, PRA leadership mentor(s) will continue to support the new Chapter with the commitments outlined in the agreement, including achieving non-profit status with the IRS.

## CHARTERING PROCESS

### Formation of Committee to Organize a PRA Chapter

A group consisting of *at least three unique active members of PRA* (individual and/or organizational) may establish a Committee to Organize a PRA Chapter in [TERRITORY] (COPC). PRA membership is available online at the PRA website ([www.psychrehabassociation.org](http://www.psychrehabassociation.org)), or by emailing PRA headquarters). COPC members commit to maintain active membership with PRA, either as individuals or through an employer's organizational membership.

Upon formation, the COPC should send a letter of intent via email to PRA headquarters, providing full contact information for each member of the group (full name, employer, phone, email, mailing address), and identifying the territory (state/region/country) the chapter intends to represent.

The PRA leadership team will assign one or more mentor(s) to assist the group with the chartering process.

The COPC must elect a Temporary Chair and Temporary Secretary and begin conducting regular meetings (at least monthly). Minutes must be taken at each COPC meeting, and copies of minutes, upon approval at the subsequent meeting, must be emailed to all assigned mentor(s) and to PRA headquarters.

It will be the responsibility of the COPC to plan any outreach activity necessary to introduce PRA to the area. The COPC may rely upon assigned PRA mentor(s) for support and suggestions.

A fillable PDF membership application will be provided by PRA headquarters via email to assist the COPC in recruiting members within the territory. A list of members who have joined PRA through recruiting efforts shall be maintained by the COPC.

### Initiation of Chartering Process

PRA leadership will assist in coordinating initial meetings between the COPC and PRA leadership mentor(s) to review the programs, outreach, and mission of PRA; define chapter procedures, expectations, and PRA logo usage guidelines; and establish mutually agreed name and logo for the prospective chapter (COPC is responsible for developing one or more logo options. PRA may provide assistance or feedback to ensure quality and consistency with organizational branding).

PRA will draft a memorandum of understanding ("MOU") containing these details, as well as the information included in this manual, and provide it to the COPC for review. The COPC will vote to approve the MOU and continue the charter process; once approved, the COPC will notify PRA headquarters and any assigned PRA leadership mentor(s) of the decision via email.

Once the MOU is mutually executed, the COPC will become a prospective chapter of PRA, and all PRA members within the prospective chapter territory, including employees of member organizations ("flowdown" members), will become provisional members of the prospective chapter.



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PRA will support the prospective chapter by:

- Providing contact information for all provisional members (including flowdown members) and current CPRPs and CFRPs within the territory.
- Sending an email to all contacts in the PRA database within the territory (including non-members), informing them of, and introducing them to, the prospective chapter and its leadership.
- Providing model chapter bylaws and standing rules, to be customized and returned for pre-approval.

## Structural Implementation Requirements

Upon formation, the prospective chapter must immediately:

- Elect a Board of Directors with, at minimum, a President, Secretary, and one additional Director.
  - Elected officers may be expanded to include President-Elect, Vice President, Treasurer, and/or additional Directors
  - Agendas and Minutes must be recorded for all meetings, must be retained by the prospective chapter, and must be emailed upon approval to PRA headquarters
- Apply for an EIN with the IRS
- Establish a mailing address or PO Box
- Establish a bank account(s) dedicated exclusively to the business of the prospective chapter
- Obtain an email address and/or email marketing functionality:
  - It is HIGHLY RECOMMENDED that either an email marketing service (i.e. MailChimp, ConstantContact, SquareSpace - many are free up to 1,000-1,500 contacts) or a CRM/database with email marketing functionality be used for chapter communications
  - PRA headquarters, any individual PRA staff contacts, and any PRA leadership mentor(s) should be included on the mailing list(s)
  - BCC functionality should be avoided, to prevent from being blocked or filtered as spam
- Review the model chapter bylaws and standing rules provided by PRA and personalize as draft governing documents of the prospective chapter
- Begin conducting regular meetings at least once per quarter:
  - Invitations to meetings must be extended, at least two weeks in advance of the meeting, to all provisional members of the prospective chapters, as well as any assigned PRA mentor(s) and Board Members
  - Meetings must be submitted to PRA headquarters at <http://bit.ly/PRAchaptersubmit> for listing on the chapter page of the PRA website
  - Agendas and Minutes (upon approval by the prospective chapter Board of Directors) for all meetings must be recorded and emailed to PRA headquarters
  - Meeting topics may include, but are not limited to:
    - Chapter bylaws, standing rules, mission, and goals
    - National, Regional, and/or Local events impacting the field
    - Regional advocacy, educational, or employment needs, opportunities, or events
    - Promoting and increasing CPRP and/or CFRP certification in the territory
    - Chapter sustainability, PRA membership recruitment efforts and/or benefits
- Create a develop a web presence by doing AT LEAST ONE of the following:
  - Obtaining a web domain with a website AND a general inbox (i.e. info@chapterdomain.org)
  - Obtain a dedicated email address AND setup at least one social media account
- Recruit a minimum number of PRA members



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## Membership Recruitment Requirements:

The prospective chapter must recruit a membership base, within the prospective chapter territory, of at least 25 individuals receiving benefits through active PRA membership(s) (individual members and/or employees of organizational members) totalling at least \$5,000 in annual membership dues.

PRA mentor(s) will assist the prospective chapter's Board of Directors in planning an "Interest Meeting" to begin recruitment efforts. It is recommended that invitations be sent to all contacts or "leads" identified in the Ability to Sustain a Chapter exercise from page 5 of this document. At this meeting, copies of the paper membership application should be made available to all non-members in attendance.

## Policy for Collection of PRA Membership Dues:

Any completed PRA membership application received by the chapter must be returned to PRA headquarters for processing within one week of receipt. **Membership dues are never to be deposited into prospective or official chapter bank accounts.** Copies of all collected membership applications must be retained by prospective chapter, with thorough redaction of sensitive payment information. To ensure protection of personal data, and to prevent loss or theft, delivery of collected membership dues to PRA headquarters should be conducted as follows:

- Payments via Credit Card: Original paper membership applications with credit card information on them must be mailed, faxed, or emailed as a PDF or image to PRA headquarters.
  - **Under no circumstances may credit card information be retained by the prospective chapter; any copies retained by the prospective chapter must have the credit card information thoroughly redacted.**
- Payments via Check: Original paper membership applications with checks must be mailed to PRA headquarters. If multiple applications/checks are included in the same envelope, **check number must be written on, and check must be attached to, the corresponding membership application.**
- Any mailed documents containing membership applications, checks, credit card, and/or other payment information must be sent via trackable mail delivery service, with PRA headquarters included on email tracking notifications.

PLEASE NOTE: PRA membership dues includes membership to any corresponding PRA chapter whose territory includes their location. Chapters (including prospective chapters) may not leverage any separate or additional membership fees or dues outside of PRA member dues. Chapter Agreements outline any arrangement made with PRA for the rebate of a percentage of membership dues collected within the chapter's territory.

## Membership Approval of Chapter Governing Documents

Upon PRA's pre-approval of draft bylaws and standing rules, prospective chapter shall provide the documents electronically to its provisional members. After providing at least 30 days for review, prospective chapter must provide an opportunity for its members to vote to adopt the documents as its official governing documents, with at least two week's advanced notice of the vote taking place (or, if electronically, by providing at least two weeks of voting post-notification).



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## CHARTER PETITION AND APPROVAL PROCESS

### Petition for Official Chapter Charter

Upon completion of all requirements, the Board of Directors of the prospective chapter shall submit an electronic petition for official chapter charter including:

- Email from the prospective chapter summarizing the backup documentation (including filenames) being provided for review
  - If backup documentation exceeds a total of 10MB, do not attach to the email. Instead, provide a link through a filesharing service (i.e. a shared DropBox, Box, or OneDrive folder)
- Letter signed by the Board President/Chair informing PRA that the prospective chapter has met the requirements for chartering as an official PRA chapter, on prospective chapter letterhead.
- Approved Chapter Bylaws and Standing Rules
- Board Roster, including names, board position, election date, term expiration date, employer, job titles, email, phone number, and address(es)
- All meeting agendas and minutes to-date, including COPC meetings
- Copy of at least one email sent to all prospective chapter members
- Export of mailing list(s)
- Documentation of all expenditures and income sources
- Completed and Signed IRS W-9 with EIN
- Bank statement showing name of bank and prospective chapter
- List of all chapter websites, social media accounts, and email addresses
- Copies of all submitted membership applications previously submitted to PRA (one combined file)
- Spreadsheet roster of all applications, including dues collected and payment method

### Petition Review

Upon receipt at PRA headquarters, PRA staff will submit the Petition for Official Chapter Charter to the PRA Board of Directors to review. PRA will notify the prospective chapter Board via email as the review process proceeds, including communicating any questions, requests for additional information, and final approval or denial of the petition.

### Chapter Agreement Execution

After the petition is approved, PRA will provide the prospective chapter Board of Directors with a Chapter Agreement to review and approve. Upon mutual execution, the prospective chapter will become an official PRA Chapter, per the terms of the Chapter Agreement.

### Chapter Agreement Outline

This document has outlined the Chapter Chartering process, however some expectations included in Chapter Agreements have not yet been addressed. To allow prospective chapters to better prepare themselves for the process, below is an overview of the Chapter Agreement, including key items not addressed elsewhere in this document.

- Term – the initial Chapter Affiliation Agreement is typically in effect for a period of three (3) years, then automatically renewed unless either party (PRA or the Chapter) notifies the other of a desire to amend or terminate the agreement within ninety (90) days.
- Grant of Charter – Chapter may use the PRA name, initialism, and logo in connection with the Chapter's authorized activity (outlined in the agreement and any attached guidelines)



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- Territory – defines the geographical region in which the chapter is authorized to represent PRA
- Activities – defines the activities chapter is authorized to conduct within the territory (membership recruitment, education and training, promotion of PRA credentials, advocacy on policy issues pertinent to psychiatric rehabilitation, other activities consistent with PRA’s mission, and occasional engagement/collaboration with PRA.
- Membership – Chapter shall not levy any dues or fees for membership separate from membership to PRA, and PRA collects dues directly from entities within the territory. This section also defines any arrangement where PRA rebates a portion of dues collected from entities within the territory.
- Responsibilities of Association – defines PRA’s responsibilities to the Chapter under the agreement. Includes to provide tools and resources for membership recruitment/retention, strategic growth, and promoting credentials; frequently communicate and consult Chapter regarding mutual efforts and needs; promote chapter activities, and ensure PRA activities are not scheduled in conflict with Chapter activities; etc.
- Responsibilities of Chapter – defines Chapter’s responsibilities to PRA under the agreement. Includes to maintain compliance with laws, regulations, and legal standards; pursue and maintain non-profit (501(c)3 or 501(c)6) status with the IRS; ensure PRA always has the Chapter’s current Articles of Incorporation and Bylaws, hold regular Chapter business meetings, and conduct itself in compliance with PRA bylaws and chapter-related policies/procedures/handbooks; maintain detailed records, and report back or allow review of records upon request by PRA; keep PRA updated about chapter activities, use available PRA materials in support of activities, and ensure Chapter activities are not scheduled in conflict PRA activities; appoint representatives to PRA’s Committees on Chapters, Public Policy, and Membership; collaborate with PRA to encourage state/territorial recognition of PRA credentials; etc.). In addition, a Chapter Representative must be appointed to a PRA committee dedicated to its chapters and affiliates; a representative from the Chapter is expected to participate in at least 50% of monthly virtual/phone meetings.
- Intellectual Property (Chapter and PRA) – chapter intellectual properties or copyrightable works remain the sole and exclusive property of chapter. PRA intellectual properties or copyrightable works remain the sole and exclusive property of PRA. This section also details PRA’s policies for logo use, data use, the protection of confidential and proprietary information and data, and the ways in which the Chapter may use, request to use, reference, or represent the intellectual property, positions, opinions, logo or likeness of PRA.
- Relationship of Parties, Indemnification, Revocation or Surrender of Charter, and Miscellaneous – these sections include typical legal language addressing liability, engagement between Chapter and PRA, warranties, arbitration, governing law, etc.

## Charter Presentation Event

Presentation of the charter is a special event marking the official approval of the Chapter Charter. A charter presentation event shall be planned by the Chapter, at which the charter will be presented. The PRA Board President will make the presentation of the charter or, if unable to attend, will assign a PRA Officer or Director to do so.

Newly organized chapters are required to get permission from the PRA Board President before setting a date for the charter presentation event.

The affair at which the charter is presented may be as elaborate or as simple as the chapter members wish. It is an excellent opportunity to acquaint the local community with the PRA and help generate the spirit of belonging to a National organization. Public officials, members of the chapter and any surrounding



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chapters, PRA national board members and chief staff, related societies, representatives of local colleges and universities, employers, associates and interested guests should be invited to this meeting. The event should be self-supporting, either through sponsorship or ticket revenue. If ticketed, complimentary invitations should be budgeted for the PRA President and leadership mentor(s), and at least one person instrumental in chartering the chapter.

## After the Charter

The responsibility for the organization of a new chapter does not end with the granting of the charter. PRA leadership mentor(s) should be available for a few years to counsel, booster and aid the chapter as it grows. Active participation by chapter representatives in PRA committees, including attendance at PRA annual conferences or special events, will provide great assistance to chapter in establishing itself sustainably. PRA leadership mentor(s) may monitor the chapter's progress on a periodic basis, will make themselves available for any questions and/or concerns the new chapter may have, and will specifically inquire and provide suggestions as deemed necessary.

A member of the PRA Board of Directors and/or a PRA leadership mentor should strive to visit the chapter at least annually, either individually with chapter leadership or during a chapter planning meeting, membership meeting, conference or special occasion, board meeting.

It is critical that the Board of Directors of the new chapter become self-reliant. PRA leadership mentor(s) are willing and available to provide friendly assistance, however outside administration of chapter affairs would result in a disservice to the new chapter.

The administrative year of PRA is January 1 to December 31. An IRS form 990 (or pro-forma 990, if not required to file one) must be prepared by the Chapter Treasurer and provided to PRA via email within one month of the conclusion of the chapter's administrative year.