

Chiya Guff Run Club – Chapter Onboarding Checklist

Pre-Approval

- Expression of interest submitted
 - Initial discussion with Founder completed
 - Proposed location reviewed and approved
 - Trial Chapter status granted
-

Legal & Safety Setup

- Public liability insurance obtained
 - Local operating structure confirmed (independent chapter)
 - Chapter Lead confirmed
 - Run Leader(s) appointed
 - Emergency procedures documented
 - Safe running routes identified and approved
-

Culture & Values Alignment

- Understanding of Chiya Guff non-negotiables confirmed
 - Inclusivity and “no one runs alone” principle agreed
 - Pacing approach defined (walk/run friendly)
 - Commitment to post-run social connection confirmed
-

Roles & Responsibilities

- Chapter Lead assigned
 - Run Coordinator assigned
 - Community Lead assigned
 - Role expectations understood by all leads
-

Brand & Communication

- Chapter name confirmed: “Chiya Guff Run Club – [Location]”
 - Social media accounts created (if applicable)
 - Tone and messaging aligned with central guidelines
 - Founder added to admin or oversight access
 - Sponsorship and partnership approval process understood
-

Launch Preparation

- First 4–8 weeks of runs scheduled
 - Run times and start location confirmed
 - Post-run tea / social location arranged
 - New participant welcome approach agreed
-

Trial Review

- Trial period commenced (4–8 weeks)
- Attendance and engagement tracked
- Culture alignment observed
- Feedback shared with Founder
- Decision made on Trial extension, approval, or closure