
LOCAL CHAPTER GUIDELINES



pink sesh
SOCIETY

**LAUNCH A
COMMUNITY
2022**

pinksesh.com

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What is Pink Sesh Society?

Pink Sesh Society is a community of diverse cannabis-friendly women across the U.S.

The Pink Sesh sisterhood experience is something you won't find anywhere else, it's a path to creating unconditional bonds with like-minded women of all ages, backgrounds, and ethnicities.



We rise by lifting others. Together as Pink Sesh Society, we pledge to live exceptionally, accept no judgment, be our beautiful selves, live by our own rules, and empower ourselves so that we can empower others.

How we accomplish our mission

We connect, build, support, and help women find a lifetime free from isolation, loneliness, and judgement. From online career and personal growth resources to weekend retreats with women from all over; from philanthropy projects to social networking events; from running your own local chapter to creating fun and entertaining events for your sisters.

Establishing a local Pink Sesh Society chapter

Starting a local chapter isn't a difficult process but it does take commitment. It requires cannabis-friendly women who agree with the Pink Sesh mission and wish to take a proactive and positive role in accomplishing our mission. Without this commitment an effective local chapter cannot exist.



LOCAL COMMUNITY CHECKLIST



LOCAL PINK SESH AMBASSADOR

This ambassador will lead Pink Sesh activities in her local area including but not limited to events for members, outings, representing PSS at other events.



THREE ADDITIONAL PINK SESH MEMBERS

These support members will be the foundation to build the local Pink Sesh community and will support the chapter leader as much as they can.



A POSITIVE AND INCLUSIVE ATTITUDE

It's your responsibility to receive all women with openness and kindness. This is about the greater community, not one person. Your attitude is everything.



TIME AND ENERGY TO BUILD GREAT THINGS

If you have time to smile, you have time to represent Pink Sesh at other events as well as plan your own events, co-working, meet-ups, and outings.



90-MINUTE MANDATORY TRAINING

90-minute Zoom training offered once a month. Ongoing coaching, open office hours, and monthly calls with the other ambassadors.



A 420-FRIENDLY VENUE OR HOME

The venue can be anything from a rental space to your home. Consumption-friendly venues are tough to come by and most chapters start in their home.



BUILDING THE COMMUNITY

TOOLS PROVIDED TO BUILD

Personalized Business Cards - to establish this community and begin to grow, we must network and introduce local cannabis friendly women, dispensaries, and brands to Pink Sesh Society and its focus to expand into local markets with the support of brand partners and other women.

Marketing Materials - you will receive Pink Sesh Society postcards as well as other helpful marketing materials for distribution and to have at your own event.

Monthly Peer Calls- to learn what is and isn't working for others around the country, we have monthly ambassador calls for brainstorming and ongoing support.

Shared Documents - you will receive access to event budgeting and planning documents for each event whether big or small. You will also have access to brand assets for event print material.

Monthly Office Hours - Pink Sesh will hold monthly office hours for extra support to our ambassador community.



BUILDING THE COMMUNITY

OPTIONAL WAYS TO BUILD

Plan your own event - work with the Pink Sesh Society to plan one event or meet-up at least once per quarter. This event can be at a park, a hike, ganja yoga, a photoshoot.

Attend other events - you may attend other cannabis events and pass out cards and postcards to attract like-minded women to the Pink Sesh community.

Visit local dispensaries - visiting local dispensaries and handing out Pink Sesh postcards starts conversations and opens the door to them supporting future events and outings. Dispensaries are great allies as they have all the brand contacts.

Give back locally - Pink Sesh local chapters have quarterly volunteer days where members sign up to volunteer together.

Network with local female business owners - we use our status as Pink Sesh Society to support other women business owners and to network and find ways to be helpful.

STEPS TO BECOMING A LOCAL PINK SESH AMBASSADOR



BECOME A PAID PINK SESH SOCIETY MEMBER



APPLY FOR A PINK SESH AMBASSADORSHIP



ATTEND THE 90-MINUTE INTRODUCTION ZOOM



ORDER YOUR MARKETING MATERIALS



SCHEDULE YOUR FIRST EVENT OR OUTING



SOCIAL MEDIA & CONTACTS



Ambassadors may use a gmail account with the name of the local chapter. Example detroitpinksesh@gmail.com.



@thepinksesh will post and repost all marketing materials, invitations, and post event photos.



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IMPORTANT AMBASSADOR DETAILS

THERE IS MORE TO CONSIDER

Dependability - our ambassadors fully commit once they've signed to lead an event. They care about creating community around them so the commitment is worth the mission.

Demeanor - creating a welcoming and approachable environment for our members and guests is our number one priority for local chapters. Our ambassadors represent Pink Sesh Society and it's mission to lift women.

Scheduling - we will typically schedule one quarter out so you should know dates of events with enough time to block your calendar for that time. As we know sometimes things come up so we request that you inform us of schedule conflicts at least two weeks in advance.

Philanthropy - we will pick a local charity or two for the women to do outreach and volunteer once a quarter. We lean on our ambassadors for those recommendations.

Income - we use a profit-sharing method for ambassador events so there is a possibility to create income from an event. We treat all ambassadors as contractors and collect a W-9 form upon reaching over \$500 in disbursements.



FREQUENTLY ASKED QUESTIONS



DO I HAVE TO PAY A FEE TO BE AN AMBASSADOR?

Of course not. We do not charge our queens for wanting to contribute to this movement. We provide opportunities for women who want to commit.



CAN TWO WOMEN IN THE SAME LOCALITY BE AMBASSADORS

Yes. Some ambassadors do events, others represent in the community. There are opportunities for everyone.



CAN WE ORDER OUR OWN PINK SESH SIGNS AND DECOR

Yes, we have branded Pink Sesh party items for ambassadors to purchase on their own (not required) OR earn as they go with event profits.



WHAT IF I CAN NO LONGER BE AN AMBASSADOR

No problem, we know life happens. We just ask that you support us in finding a replacement and getting the chapter set-up under a new ambassador.



WHAT IF I HAVE NEVER HAD AN EVENT BEFORE

That's okay, you will be working along the side of Pink Sesh Society leaders who will share the documents needed for a smooth event. We will coach you.



WHAT IF I CAN'T FIND A 420-FRIENDLY VENUE?

There are plenty of ways to act as an ambassador with hikes, attending other events together and more. We will also continue to look for a venue.