



**Students for the Exploration and
Development of Space**

Chapter Expansion Kit

Version 3.0

My fellow space enthusiast,

It is my privilege to welcome you to the SEDS family. SEDS is a unique organization providing diverse opportunities for students to supplement their education through hands-on involvement in the future of space exploration.

This expansion kit is designed to help you start a SEDS chapter anywhere in the world. We've assembled this packet from the experiences of SEDS leaders throughout the 30+ years SEDS has been in existence. Whether you be a student, parent, or advisor this packet contains all you need to get your first SEDS chapter off to a great start.

If you have any questions about this packet's contents, why you should start a SEDS chapter, or how to go about setting up one in your school or community, feel free to contact me at your convenience.

Clear skies and good luck,

Rick Hanton
Chairman, SEDS-USA
chair@sedts.org



SEDS members past and present gathered at the 2006 X PRIZE Cup. The X PRIZE Cup is the brainchild of SEDS co founders Peter Diamandis and Bob Richards (pictured on either end of the banner) and always has a strong SEDS volunteer core.



Above: SEDS-Canada gives a traditional SEDS thumbs.
Mid: SEDS-UC Boulder celebrates Yuri's Night 2008.
Bottom: SEDS SAT-1 ready for launch aboard the Delta-2 rocket that also carried Deep Space 1.

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Numerous SEDS members over the years have contributed to this kit, most significantly:
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1.0 What is SEDS?

SEDS is the Students for the Exploration and Development of Space. We're the *only* international, fully student-run space organization in the world. Our organization exists to encourage students to be involved in and further their knowledge about space exploration through educational events, conferences, trips, technical projects, and related activities.

The only requirement for membership in SEDS is that you must be an enrolled student interested in space exploration! SEDS members come from all academic levels from High School to Graduate School.

SEDS chapters and their members represent the vital core of the SEDS infrastructure, with high school and college campus chapters coordinating their own programming, excursions, and fundraising. Although SEDS members come from a variety of social, economic, and academic backgrounds, it makes little difference in what they can achieve if they work together. Some noteworthy member projects have included hosting international student space conferences, building and launching student satellites, constructing high altitude rockets, and much more..

Being a student AND a productive SEDS leader will not always be easy, but keep in mind the SEDS motto: Ad Astra per Ardua! (To the Stars by Effort!).

1.1 SEDS History:

The first SEDS meeting happened on Thursday October 30th, 1980 at the Massachusetts Institute of Technology. Shortly after this founding meeting, the president, Peter Diamandis, wrote a letter to the editor in *Omni* magazine deploring the status of the space program and asking students to help make a difference. The letter, published in *Omni* in early 1981, attracted students from around the nation to SEDS.

This start lead to the first SEDS Conference, hosted at George Washington University in July 1982. The SEDS Conference is still hosted in November of each year.

Since 1980, SEDS has grown to include chapters from over a dozen countries, and inspired thousands of students to pursue careers in space exploration.





Mission Statement:



SEDS is an independent, student-based organization which promotes the exploration and development of space. SEDS pursues this mission by educating people about the benefits of space, by supporting a network of interested students, by providing an opportunity for members to develop their leadership skills, and inspiring people through their involvement in space-related projects. SEDS believes in a space-faring civilization and that focusing the enthusiasm of students is the key to humankind's future in space.

Image courtesy of NASA

1.3 Where are SEDS chapters located?

There are SEDS chapters in over fifty schools and a dozen different countries across the world. These countries include:

Afghanistan	India	Nigeria	UK
Austria	Israel	Norway	USA
Belgium	Kuwait	Philippines	
Canada	Mexico	Spain	
Germany	Nepal	Turkey	



A full list of current SEDS chapters across the globe can be found at:

<http://www.seds.org/chapters/>

1.4 SEDS Local, National, International!

There are three different levels of SEDS involvement. There's the local SEDS chapter at your city / school, the National level chapter in your country, and then the International SEDS Earth chapter that encompasses all SEDS chapters on planet Earth.

While you'll initially only need to be worried about your local chapter, it is useful to know how the overall organization is structured, and the opportunities you have in this greater organization. The following pages contain descriptions of the organization of SEDS at the Local, National, and International levels and the positions within each level.

SEDS Structure: Local Level

The organizational structure of the local chapters of SEDS is similar to that of most student organizations. Below is a generic example from one of the SEDS USA chapters.

Note that this is just an example of how one of the oldest SEDS chapters is structured. Feel free to modify this example to fit your own chapter, or throw it out and start from scratch!

Officer Board: Any full members of a SEDS chapter are eligible to become an officer. Officers have a number of position specific responsibilities necessary to the day-to-day operations of the organization. The positions are:

President: Responsible for the day to day running of the club, presiding over meetings, and representing the club at events and to outside organizations.

Vice President: Responsible for organizing club trips and events. Also ensures club projects are running smoothly.

Treasurer: Handles all financial transactions, records, and fundraisers for the club.

Secretary: Responsible for keeping meeting minutes, developing SEDS related media such as fliers and brochures, and providing the webmaster with content for the website.

National Chapter Representative: Responsible for representing this chapter of SEDS at the National Council of Chapters and reporting back to the chapter about national level events and opportunities.

Webmaster: Responsible for maintaining and developing the club website, as well as maintaining club technological assets such as computers, projectors, etc...

Membership:

Basic member: Any student at the (insert school name) is eligible to become a basic member of the chapter after attending a specified number of club meetings or events.

Full member: A basic member can become a Full member by paying club dues. With paid dues come a number of benefits such as voting privileges, the ability to run for an officer position, discounted attendance to club events, etc..

Officers: In addition to normal membership benefits, officers are permitted a key to the club office, and have responsibilities in the day to day running of the club.

Non-Student Advisor: The chapter advisor is a responsible non-student member of the school faculty, able to advise the club on a number of issues such as dealing with the school administration, running projects, etc..

SEDS Structure: National Level

As an example of the structure of SEDS within one country, the organization of SEDS USA is given below. SEDS USA is a federation of self governing chapters, presided over by a Board of Directors and Council of Chapters. There are also several other boards and sub organizations within SEDS USA who manage special aspects of the organization at the discretion of the Board of Directors and Council of Chapters.

Below are some of the governing bodies within SEDS USA and their responsibilities. More detailed information can be found in the SEDS USA Constitution.

Board of Directors: The SEDS Board of Directors (frequently referred to as the Exec Board) is responsible for the day-to-day operations of the SEDS organization, maintaining the SEDS image, organizing national level projects, and building SEDS' relationship with other national level organizations (like NSS, Mars Society, AIAA, etc..). Any member from a chapter in good standing can run for a Board of Directors position. The positions are:

Chair	Director of Publications
Vice-Chair	Director of Educational Outreach
Director of Finance	Director of National Projects
Director of Chapter Affairs	Director of High School Affairs
Director of Chapter Expansion	Director of Public Outreach
Secretary	Webmaster

Council of Chapters: The Council of Chapters is the "Federation Council" of SEDS. This body consists of one designated representative from each SEDS chapter, one representative from the Board of Directors. The Director of Chapter Affairs is responsible for overseeing the monthly meetings of the CoC. The Council of Chapters (and therefore your chapter) has final authority over all SEDS matters.

Board of Advisors: The primary responsibility of the Board of Advisors is the maintaining of the SEDS Endowment Fund and the distribution of the yearly stipends.

The Board of Advisors is also responsible for providing advice and support for SEDS projects, conferences, and initiatives. The form of this support is left purposely broad in order that each advisor can serve SEDS in the manner best suiting their knowledge, skills and network.

Alumni Board: The SEDS Alumni Board consists of former SEDS members who desire to continue participating in the organization's efforts and to contribute to the growth and development of SEDS. The functions of this body typically include, but are not limited to, the raising of funds for SEDS and serving as an interface between SEDS and the space community. The Alumni Board serves in an advisory role only, with no power over the general organization.

SEDS Structure: International Level

SEDS Earth is the International chapter of the SEDS-USA based organization. SEDS Earth is a federation of chapters overseen by a triumvirate council. SEDS Earth exists to introduce students from around the world to SEDS, help promote chapter creation in different countries, and facilitate the SEDS International Conference each year.

SEDS-Earth Triumvirate: The SEDS Earth Triumvirate is responsible for maintaining the SEDS-Earth Chapter. The Triumvirate (or Trio for short) meets bi weekly to discuss the SEDS Earth Chapter, and various issues pertaining to it. Members of the Triumvirate are elected yearly by popular vote of recognized SEDS-Earth chapters. No two members of the triumvirate may be from the same country. The responsibilities of the Triumvirate are fourfold:

1. Maintaining the SEDS-Earth infrastructure
2. Meeting and introducing new international members to SEDS.
3. Helping with the annual SEDS International Conference.
4. Organize at least one International Council of Chapters annually.

International Council of Chapters: The International Council of Chapters (or ICC) is the International version of the SEDS-USA Council of Chapters. Every country with at least one SEDS chapter is allowed a representative on the Council. The ICC meets at least once per year (usually virtually) to discuss issues pertaining to the SEDS-Earth organization, elect the Triumvirate, provide updates on SEDS activities in various countries, and provide suggestions and feedback from the international community to the SEDS-USA Board of Directors.

SEDS-Earth Advisory Panel: The SEDS Earth Advisory Panel provides an informal source of advice for chapters. This Panel has no legal power over SEDS, but serves to provide SEDS chapters with advice about projects, fundraising, and other SEDS activities. There are no stringent requirements for membership on the advisory panel, as members are drawn from across the space industry and political board. Members are appointed to the Advisory Panel by a unanimous vote of the SEDS Triumvirate.

SEDS-Earth Mission Statement: SEDS Earth exists to promote the cooperation of students across the globe interested in the exploration and development of space. SEDS Earth pursues this mission by hosting an international student-run space conference, supporting a network of international SEDS chapters, coordinating multi-national space projects, and expanding SEDS to new countries. SEDS Earth believes that a successful space-faring civilization can only be achieved through international cooperation, which must be fostered at the student level.

2.0 Starting a Chapter

2.1 Who can start a SEDS Chapter?

To start a SEDS chapter, you must either be a student or an advisor to a group of students. While it is recommended to start chapters at schools, universities, and other academic institutions, this is not a requirement. SEDS chapters have been formed as sub groups within other organizations such as the Civil Air Patrol, National Space Society, astronomy clubs, home school groups, and even independent of any organization.

There is absolutely no restriction on age, gender, ethnicity, or country. We only require that a SEDS chapter be a group of registered students (at some academic institution).

2.2 Why start a chapter?

There are limitless benefits to starting a SEDS chapter! The primary motivation behind starting a SEDS chapter is to provide a meeting place where people who share a common interest in space exploration can meet and develop that interest.

Some other benefits to being a SEDS chapter:

- Free listserv for your chapter
- Free web space on www.seds.org
- Online forum for your chapter at <http://forums.seds.org>
- Large discounts to space conferences
- Extensive networking opportunities
- Scholarships to the International Space University (ISU)
- Access to the SEDS Alumni Network spanning the entire space industry
- Exclusive invitations to closed space conferences and events
- Neutral arbitration for problems between chapters.
- 501c3 status in the United States.
- And much more...



Above: SEDS members at a SEDS exclusive question and answer session with Apollo 9 Command Module Pilot Rusty Schweickart, ISDC 2007.

2.3 Sample Chapter Activities

So what do we actually do during SEDS meetings? Here's a list of some past SEDS activities at the local level.

Host speakers/guest lecturers:

- Local professors, teachers, etc...
- Aerospace professionals
- Space Agency officials
- Astronauts
- SEDS members and alumni
- Space Mission Scientists

Research / educational projects

- Design contests
- SEDSSAT
- Star Party/Observing Session
- Telescope building classes
- Satellite Tracking Station
- Model Rocketry
- Carry along Satellite

Host chapter fund raising events

- Space poster and button sale
- SEDS merchandise sale



Caltech SEDS members and JPL staff gather around a full-sized mockup of the proposed Pluto Fast Flyby spacecraft, built by Caltech SEDS in the summer of 2002.



University of Arizona SEDS gathered underneath the Mayall 4-Meter Telescope at Kitt Peak National Observatory in Fall 2008.

Host social / networking events

- Yuri's Night Party
- End-of-Semester Party
- Science Fiction Movie Party
- Pot Luck dinner
- Space -themed game night
- Launch celebration

Membership/promotion events

- Student Club Fair
- Members Party
- SEDS Percentage Night

Lead exciting field trips

- Planetarium
- Science museum
- Local observatories
- Space Industry facilities
- Local space launches
- Space conferences

Campus/community outreach events

- High School space essay contest
- Campus space art contest
- Homecoming float
- Space Career Fair

And much more!

2.4 How do I start a chapter?

Great! You want to start a chapter! Now how to go about it? It's actually very simple to start. The truly hard part is keeping your momentum going!

Chapter startup checklist:

- Gather a group of like minded students at your school
- Host your first meeting
- Designate a President responsible for leading the chapter
- Designate a Chapter Representative to represent your chapter
- Read the rules and responsibilities of a chapter and its officers
- Write a constitution for your chapter
- Register with your host school/organization as an official club
- Fill out the official paperwork for the National/International organization.

To start a SEDS chapter in the United States:

1. Email the Director of Expansion expansion@seds.org for a chapter initiation form.
2. Fill out the form.
3. Email the completed form to expansion@seds.org
4. Mail the \$25 chapter membership dues to SEDS-USA
(Ask the Director of Expansion for the current mailing address)
(Note: Dues are \$25 per chapter, not per member)
5. Scan your official school club recognition form and send it to expansion@seds.org

To start a SEDS chapter in a country outside the United States:

1. Check the list of countries with SEDS chapters across the globe at: www.seds.org/chapters/ If your country already has SEDS chapters, you should contact those chapters first to find out if there is a specific procedure for your country.
2. If there is no SEDS chapter in your country, email your interest in starting a SEDS chapter to international@seds.org .
3. There are no dues for chapters to join the SEDS-Earth community, so once you have expressed your interest in starting a chapter, you can get to work!

3.0 The beginning of your chapter

The most important time in the history of your SEDS chapter will be in its earliest days. Your success during this time will mean you are well on your way to creating a permanent SEDS organization on your campus. You and the other founding members of your chapter will create the supporting structure that your chapter will build upon in the future. There are many steps you should take before, during, and after your first meeting. We've outlined some of them below.

3.1 Before your first meeting

So you've decided to start your own SEDS chapter, great! Now there are a number of suggested tasks to do before hosting your first meeting:

Find those who share your passion: It is enormously helpful to find some other students to help found your chapter. A group of 3 students founded the SEDS organization, and if you can get together a group of 3 students to work on founding yours, you're off to a good start. By having more than one person work on founding the chapter, you ensure that the chapter won't cater solely to one person's interests.

Decide on a feel for your chapter: While this will likely change over time, you should have a feel for what you'd like your chapter to revolve around. Are you a social club, or a projects club? Or a combination of the two? Is your focus on rocketry? Astronomy? Space politics and law? If your membership is interested in more than one area, plan projects accordingly.

Brainstorm chapter activities: It's best to go into the first meeting with a list of potential activities for your first semester/year. While you'll discuss these with your chapter at the first meeting, you should have some preliminary activities sketched out. This packet has a list of example activities in the back.

Read more about SEDS: If you're going to sell people on starting this SEDS chapter, you should know more about the organization. Read this packet, and look for information online. Check out individual chapter websites that are linked off the main SEDS page for ideas (www.seds.org).

Print some brochures and information: Nothing sells people like pictures! There are a number of SEDS brochures out there (www.gallery.seds.org). Print off some to bring to your first meeting!

Review the necessary steps: Before the meeting, research what steps are necessary to set up a SEDS chapter, and register as an official club with your school or organization. Knowing this information ahead of time will allow you to assign tasks at the first meeting! Some of these steps are outlined in the section of this packet titled "So I've read this packet, what now?"

Finding an Advisor: It can be very helpful to have a mentor/advisor for the club who is knowledgeable about your local space community. Suggestions include: Space Grant mentors, academic advisors, community space enthusiasts, etc.. This does not necessarily need to be done before your first meeting, but can be helpful.

3.2 Your first meeting

3.2.1 Meeting location, day, and time.

You and your founding members should carefully decide on the time for your first meeting (weekdays or weeknights are often best for university chapters; after school for high school chapter), then assign someone the responsibility of finding/ reserving a room for the meeting. High school chapters can plan to meeting in classrooms or a central auditorium.

For university chapters, a room in the Student Center may function best because of its presumed familiarity and central location.

Information about room reservations can be obtained from your school administration office, offices of student activities or campus scheduling office.



Above: A SEDS-Kuwait member gives an informational presentation about SEDS

3.2.2 Advertising

With a room, date, and time in hand now is the time to begin your first SEDS “ad Campaign.” A successful campaign will be the difference between having a small or large turnout and will help make people aware, interested and supportive of the group. A simple 8-1/2 by 11 black and white poster created by computer, a stencil, or an artistic hand (if available), are all you will need. It will definitely create a better impression than a hastily scribbled note on a black-board or bulletin board. A SEDS poster usually benefits from the use of photograph or drawing of something space-related (e.g. the shuttle, Saturn, radio telescope, etc..) something to catch the eye of the general passer-by in large lettering announce what the meeting is about (for example, “Founding Meeting of Student Space Group,” “Interested in Space? Help launch our SEDS chapter!”, “Space enthusiasts meeting” or “Get involved in our space program”).

Be sure to include all information needed to convey your message especially the DATE, TIME and LOCATION. Get the poster photocopied on a high quality copier, perhaps using brightly colored paper stock. Divide the copies among your group of volunteers and share the job of posting the flyers in buildings, classrooms, and dorms, on and around campus. This should probably be done for three consecutive days before the meeting. Make sure to “poster” the major classroom buildings, Student Center, dining halls, and central meeting areas where you feel students, who might be interested in SEDS, congregate.

You should also submit an article to your campus newspaper announcing your new student group (be aware that some deadlines are as much as one week in advance, check with your student newspaper). The use of quotes from campus leaders or even well known space experts who support the SEDS concept can make your announcements more interesting and more convincing. Some example posters are in page ___.

3.2.3 Agenda

The first meeting shouldn't be as much a formal presentation as it should be a chance for students to meet each other, generate enthusiasm, and discuss activities your new SEDS chapter might want to pursue. To facilitate this, you may wish to create a list of possible SEDS activities for the upcoming year. You might also consider having soft drinks and snacks available after the meeting, to encourage potential members to stay around and a talk after the meeting adjourns. You will probably want to wear somewhat more "formal" attire at your first meeting, since you and the other planning people will want to be identifiable as the "hosts."

To begin the meeting, you should introduce yourself and other members of the group present as well as your chapter Advisor if present. Give a short explanation about SEDS, perhaps about the personal reason you have for starting the chapter. You will find that many of the people at the meeting will share your feelings and enthusiasm. As soon as possible, start getting the audience involved in the conversation. Ask them what they think the chapter's goals should be what activities it could undertake, and so on. Ask what types of speakers and films they want to sponsor. When the meeting is moving along, pass a sign-up sheet around the room and collect everyone's name, address, phone number, major, and class year for future planning and communication.

3.2.3 Plans for Second Meeting

It is crucial that, before the meeting breaks up, you have identified those key individuals who will take on responsibilities – in essence, the chapter's future leaders and officers. (They may be the same group of individuals that gather together in the beginning or totally different). To do this ask for a show of hands from those people who would like to help in organization the next meeting and in putting together a proposed list of projects for discussion at the next meeting. Ask those interested to list the roles they might like to fill in the group. Decide on the date, time and topic for your second meeting. Adjourn the meeting to the refreshments but don't cut the meeting short. You may find your most supportive members amount those people willing to stay after the meeting to talk.

3.3 The Day After!

There are many ideas and options you and your fledgling chapter may wish to consider keeping up the enthusiasm after the first meeting. Plan some sort of trip or event (like a movie screening or talk) for the week after your first meeting. If you get your members excited at the first meeting, they won't want to spend the next three weeks planning, they want to get to the meat of being a SEDS member! By your second meeting you should have a preliminary schedule worked out of what you would like to do when so members can give you input and you can start planning!

3.4 Funding your chapter

A lot of your chapter activities will require funding. While it may seem intimidating at first, with some elbow grease and member involvement you'll find lots of money available. Below are a number of fundraising sources SEDS chapters have had success with in the past. Each fundraiser is also rated on simplicity, initial investment, and monetary return.



University of Buffalo SEDS created these custom mouse pads to sell on Zazzle.com as a fundraiser.

Complexity: How simple the fundraiser is to set up. This includes setup time, manpower hours, and complexity.

Small: < 12 hours

Medium: 12 – 24 hours

Large: > 24 hours

Initial investment: How much money the chapter must invest to host the fundraiser. This money is considered 'at risk' since it isn't guaranteed the fundraiser will be successful.

Small: <\$50

Medium: \$50-\$500

Large: > \$500

Return: How much profit your chapter can expect to make.

Small: <\$100

Medium: \$100-\$1000

Large: > \$1000

SEDS merchandise sale: SEDS chapters have a rich history of making custom SEDS merchandise for sale to members, alumni, and the public. Items crafted in the past include SEDS t-shirts, shot glasses, bumper stickers, pens, lapel pins, etc... This usually doesn't bring a large quantity of money in to the chapter, but it builds your chapter identity. Sites like Zazzle.com and Cafepress.com can cut your expenses and increase your sales.

Complexity: **Medium**

Initial Investment: **Medium**

Return: **Small** to **Medium**

Percentage night: Some chapters have had success with 'Percentage Nights' at local restaurants. Clubs arrange with local restaurants to get a percentage of proceeds from customers turning in a 'SEDS Percentage Night' flyer when they pay. This fundraiser works best if the SEDS chapter has a large network or home department to work with locally. The more friends SEDS can get to turn out to the event, the larger the returns.

Complexity: **Medium**

Initial Investment: **Small**

Return: **Small**

Space Grant funding: About half of chapters in the US receive money from their state's Space Grant Chapter towards funding SEDS technical projects and space conference attendees. Getting funding from your local Space Grant usually involves a lot of networking, and writing some sort of proposal, but it has some of the highest returns of any fundraising done by SEDS.

Complexity: **Large**

Initial Investment: **Small**

Return: **Large**

Departmental funding: Most chapters receive some sort of funding from their home department or school. This might take the form of a university club stipend, department head directly sponsoring you, or something else. These sources of funding are a good reason to remain in good standing with your university and department. The more visible your chapter is around campus, the more likely this money is to become available. Try writing up a proposal and submitting it to your department head or school student association! A well written proposal can bring in large quantities of money!

Complexity: **Medium**

Initial Investment: **Small**

Return: **Large**

Pie a professor: University of Arizona SEDS has had success with “Pie a Professor” fundraisers. Various professors around campus volunteered to be ‘pied’ if students donated enough money. Jars were put in academic offices across campus for students to donate towards the professor they would like to see pied. At the end, the money in each jar was counted, and the professor who collected the most money was pied! UofA SEDS also auctioned off the opportunity to throw the pie, which brought in additional revenue.

Complexity: Small **Initial Investment:** Small **Return:** Medium

Snack table: One risky, but very profitable fundraiser is to host a SEDS snack table in your department. Snack tables have been in existence almost as long as offices. Your chapter can purchase snack items and drinks in bulk at a local store, and then sell them at an honors policy table in your department. The profit margins for this fundraiser are high, but so are the risks. Since most snack tables are honors policy only, someone could steal all of your merchandise and the money box. But if you have a fairly honorable department you can make steady long term income.

Complexity: Small **Initial Investment:** Medium **Return:** Medium -Large

Prize lottery: One classic club fundraiser is to host a lottery or raffle. Usually chapters can get items of value donated by corporations, which are then raffled off to the community. Some items SEDS chapters have raffled off in the past: telescopes, computer programs, zero gravity flights, etc... Note that this is a medium to high risk venture. In the past some chapters have barely broken even after the expense of purchasing prizes.

Complexity: Medium **Initial Investment:** Medium **Return:** Small - Medium



UofA SEDS’ computer game tournament fundraiser in the early 1990s. Try it!

Dues: Dues are a complicated fundraising issue. To be honest they are not a great source of fundraising. They simply don’t bring in a lot of money. While they’re enough to fund small and simple things like Pizza at meetings, they won’t get your chapter to a conference or bring in enough to host large projects. But there are reasons to charge dues.

Three primary reasons to charge dues. 1) You’re a small/new chapter that needs startup money. 2) To separate members from people who ‘just show up once and a while’. 3) To make the organization seem more legitimate to its members.

Believe it or not, people psychologically place more value in something they’ve paid for. Sure you might be able to afford to have no dues, but if you charge minimal dues (say \$5-\$10 a semester) you’ll note an increased attendance. Once people have paid for something, they subconsciously want to get something out of it. So they’re likely to show up to more meetings, and participate in more activities.

Complexity: Small **Initial Investment:** Small **Return:** Small

4.0 Suggestions on running your chapter:

4.1 Chapter Basics

Each chapter has its own rules, requirements and needs, and SEDS National will only advise or intervene in chapter matters if consulted, or if a chapter is deviating from the spirit and word of the SEDS National Constitution and Mission Statement. This is done to encourage chapters to become self sufficient and to encourage creativity in creating new activities for their membership. SEDS National will strive to assist chapters in communicating with current chapters, creating new programs, or finding resources.

Each chapter operates semi-autonomously according to the rules and regulations, not only of SEDS National but of their host institutions and the wishes of their membership. Chapters should select at least two people (possible the chapter's presiding officer and a person elected to represent the chapter on the Council of Chapters) to interface with SEDS National, the Chapter Representative Council, and other SEDS chapters.

In addition, each chapter is strongly encouraged to seek out at least one chapter advisor from the faculty, staff, or alumni of their host institution. This advisor can be an invaluable resource in the development of your chapter by providing ideas, suggesting contacts, and sharing previous experiences with student groups.

Chapter leaders must also be very aware of a problem common to all student groups, not just SEDS. Our membership is comprised primarily of students, and students are notoriously lacking in two commodities: time and money. Unfortunately, these are often two prime ingredients for the successful operation of any group. SEDS members must always remember they are students, first and foremost, and their academic careers must have priority over SEDS activities.

4.2 Recording your chapter's history

SEDS chapters have a rich history, originating in dozens of similar space organizations that have spontaneously appeared on college campuses since the mid 1970s. We are fortunate that this history has been preserved over the years by many dedicated chapter historians.

While not required, you may want to begin, right now, recording your chapter's development for the years to come through photos, posters, campus newspaper articles, meeting minutes, etc. Not only does it provide an interesting record for your future members, it provides great material for fundraising. When you're assembling a proposal for investors you'll find those photos and records invaluable!



Above: Two of SEDS' founders, Peter Diamandis and Todd Hawley on one of their early adventures.

4.3 Identity

The SEDS identity is a unique blend of the national SEDS image and local SEDS character. SEDS National leadership is charged with developing the organization's overall identity, unity and purpose, but your chapter has a lot of leeway in making your chapter unique. Every chapter is different, and your chapter's activities should reflect this.

From the beginning SEDS chapters have hosted special conferences, published unique newsletters, and customized their activities to the areas of space exploration their membership represents. Unique chapter logos, T-Shirts, letterheads, membership cards and buttons are also created by many SEDS chapters, and truly help to create a feeling of identity for the chapter members.



Above: An example of a unique chapter logo used by SEDS UCF

4.4 Combining your chapter with another organization

As mentioned earlier, SEDS chapters can exist either independently or as chapters with/within other organizations. This can be particularly useful when the two organizations tap the same member pool. Some examples of past joint chapters include:

- SEDS / American Institute of Aeronautics and Astronautics
- SEDS / American Astronomical Society
- SEDS / Civil Air Patrol
- SEDS / Mars Society
- SEDS / National Space Society
- SEDS / local astronomy club

SEDS National must always be notified of chapter affiliations with other organizations. Affiliations may not fundamentally alter a chapter's relationship with the SEDS organization, or endanger the national SEDS image.

4.5 Dues and registration requirements

Annual registration, dues and reports are required from each SEDS chapter in the United States. Chapters in other countries may or may not need to pay dues depending on their location. SEDS National will inform the chapters of all such requirements and will provide chapters with any forms necessary. Other reports, payments, or correspondence with SEDS National may be necessary from time to time, as determined by the SEDS National Executive Board and Council of Chapters.

4.6 Chapter Leadership

In the end the only way to gain effective leadership skills is by experience! Through your time at SEDS you'll have plenty of opportunities to learn what you need to know. Here are some pointers:

- Plan ahead: An hour of pre-planning can lead to much more effective meetings!
- Officer meetings: It is advisable to hold officers meetings on a regular basis. This will allow you to plan ahead for your general meetings, and assign officers tasks.
- Form a calendar of events: A calendar of events will help you stay on track and ensure a full semester of events for your membership.
- Recruit young officers: You should encourage freshmen and sophomores to run for officer positions. By starting them off early they'll be ready to lead the chapter when you graduate, and ensure it lasts for the long haul.

4.7 Image and promotion

SEDS is the first student organization expressly created for the members of the Space Age generation i.e. those born since the launch of Sputnik in 1957. As a result, SEDS chapters should use the excitement of their subject of interest, space exploration, in a respectable and positive manner in promoting and developing their community image.

Some methods of building your image in your local community include:

- Having artistic members design posters announcing your meetings will give you a professional "look" on campus and a favorable first impression.
- Most campuses/communities have a student newspaper. Publish your meetings in the 'upcoming events' section.
- Publishing a SEDS "Start-Up" article/advertisement in your local newspaper. Make sure any newspaper articles include an email address and phone number for those interested in becoming involved in SEDS.
- Writing a space/science column for the campus newspaper, on a variety of space-related topics will also raise the group's visibility.
- Use any other campus media (radio, TV, monthly magazines, etc.) aggressively; they are YOUR tools, usually paid for with YOUR fees, for communicating the issues you and other students find interesting.



SEDS UCF gathered at the Space Vision 2007 Banquet.

4.8 Membership

Student participation in SEDS chapters should be significant. You will have to actively seek out members, and should set a membership goal for your campus. A strong SEDS chapter will often have a small core of dedicated members as well as a large group of less active participants. Don't be discouraged if there are a large number of transient members, this is typical of student organizations. As long as you keep a strong central core, your chapter will succeed!

Members can be found from all academic backgrounds and interests. Posters, information booths and other membership drives should emphasize the broad interests satisfied by the group. If a chapter survey indicates a lack of some disciplines, advertising and recruitment may be directed at these members of your student community.

Chapter membership dues, if any, are to be set and collected by the chapter to support meeting advertisements, refreshments, speaker honoraria and other chapter expenses. Use events such as "Student Club Day" (or equivalent at your university) to solicit membership and to develop your group's image.

Make sure all interested students give you their name and address (both campus and home) plus any special interest(shuttle launch trips, research projects, etc...) Keep a similar, constantly updated record of those people who attend your meetings and inform the entire membership roster of upcoming events, activities and meetings.



Over 40 SEDS members volunteered at the first qualifying flight of Space Ship One. These students (from UIUC and UofA SEDS) witnessed history as Mike Melville made the first flight towards winning the Ansari X Prize.

5.0 Using your campus “Home”

5.1 Administration

It is important to develop a positive relationship with your campus administration! You will find that people in your campus offices (business, academic, student affairs, Space Grant, etc..) can help you overcome just about any hurdle! ANY restriction or requirement can be overcome with the correct signature.

If you want your administrators to assist you when you need a favor, you need to build a positive relationship between your club and your campus administrators. Here are some basic pieces of advice when working with your administration:

Attitude! Always be polite and courteous to your campus administration! Especially when someone cannot help you. They’ll be more willing to go out of their way for you next time!

Explain! When possible, explain why you need what you’re asking for. Don’t go into technical detail unless asked, but you should be able to explain your project in a 1-2 minute ‘elevator speech’. It is possible they might become personally interested in SEDS’ activities and go out of their way to support you in the future!

Thank! Make sure to thank the people who help you! Most of the time, sending a verbal thank you is enough. Other times when someone has gone out of their way, it is nice to give something extra like...

- A box of doughnuts to a secretary who went out of their way to help you
- A thank you card signed by your chapter to an ever helpful advisor
- Complementary SEDS merchandise to your business department
- Taking a guest speaker out to lunch (on your chapters’ bill)
- Inviting people to attend a SEDS event they made possible (like a star party using the telescope they helped you fundraise!)

Update! Keep the allies of SEDS in your area apprised of what’s going on in the organization! You never know who might be able to help you with your projects! Common ways of doing this include:

- Quarterly newsletters mailed to all SEDS friends in the local area
- Email listservs of SEDS related announcements
- Inviting SEDS allies to specially geared SEDS events such as socials, talks, etc..

5.2 Bureaucracy

A fact of life in creating a student group is that there are many steps involved in start-up and though each campus is different, you will most likely need to take care of the following:

- File a SEDS constitution with your host institution
- Fill out registration forms
- Make presentations to faculty or student committees and organizations
- Apply for club funding, office space, etc..

How well your SEDS chapter is established and functions as a full-fledged campus organization, as well as the group's campus-wide reputation are all **DIRECTLY** related to how well you handle these responsibilities.

5.3 Facilities and resources

Most campuses have various services and facilities for student groups. A little research, time and effort could supply your chapter with some of the following:

- Office space and mailboxes
- Financial assistance
- Meeting rooms
- Free Printing
- Audio/visual and other equipment
- Computer accounts

Again bureaucracy is often the price paid for these services. You will find this bureaucracy is inescapable, yet through organization and delegation of responsibility these challenges can be met with few complications. It has been said that coping with bureaucracy is one of the most universally practical lessons learned in SEDS.

6.0 Organizations friendly to SEDS

The following are organizations that SEDS has partnered with in the past, and may be friendly to your starting chapter on a local level. SEDS has spent a long time building these relationships, and we encourage you to partner with them on the local level, and perhaps join them when you are no longer a student.



National Space Society: NSS is widely acknowledged as the preeminent citizen's voice on space. NSS has over 12 thousand members (and more supporters) and over 50 chapters in the United States and around the world. The society also publishes *Ad Astra* magazine, an award-winning periodical chronicling the most important developments in space. Website: www.nss.org



Space Generation: The mission of Space Generation is to engage people committed to using space to make a difference and inspiring them, connecting them, challenging them, and facilitating their ideas, visions and projects. Anyone born after 1961 is automatically a Space Generation member. Website: www.spacegeneration.org.



American Astronautical Society: The AAS is the premier independent scientific and technical group in the United States exclusively dedicated to the advancement of space science and exploration. They are also committed to strengthening the global space program through cooperation with international space organizations. Website: www.astronautical.org



American Institute for Aeronautics and Astronautics: Since 1963 the AIAA has been the world's leading aeronautics and aerospace professional society. Members of the AIAA have been behind virtually every major milestone of American flight in the past 50 years. Website: www.aiaa.org



Space Frontier Foundation: SFF is an organization composed of space activists, scientists, engineers, entrepreneurs and citizens whose central goal is the large scale permanent settlement of the space frontier. They believe that free markets and free enterprise will become an unstoppable force in the irreversible settlement of this new frontier, and that our world is on the verge of a truly historic breakthrough – cheap access to space. Website: <http://www.space-frontier.org/>



Yuri's Night: Yuri's Night is a world wide space party hosted every year on April 12th. This party is organized by Space Generation with the help of thousands of people world wide, including many SEDS chapters. Celebrate almost 50 years of space with us! Website: www.yurisnight.net

7.0 SAMPLE CONSTITUTION

Below is a sample chapter constitution. By no means does this need to be your chapter's constitution. We provide this document as a starting place. Feel free to use it, modify it, or throw it away and make one from scratch.

Constitution for the
STUDENTS FOR THE EXPLORATION AND DEVELOPMENT OF SPACE
[Chapter Name] **CHAPTER**

Article 1. Name, Purpose, and Composition

SECTION 1. Name

The organization shall be named "Students for the Exploration and Development of Space, [CAMPUS NAME] chapter.

SECTION 2. Purpose

The purposes of SEDS [CAMPUS NAME] chapter are:

1. to educate students and the general public about the benefits of space exploration and development
2. to provide a forum for the discussion and exchange of ideas in space related areas of interest
3. to organize students in hands on technical projects related to space exploration

SECTION 3. Composition

SEDS, [CAMPUS NAME] chapter shall be composed of students of the [CAMPUS NAME], who will be voting members, and non-student individuals from the local community who will be non-voting members.

Article 2. Structure

SECTION 1. Officer Board

Voting chapter members will elect the board of officers at an annual meeting held at the end of each academic year. This Board will be responsible for the day to day running of the [CAMPUS NAME] SEDS Chapter.

SECTION 2. Officer positions

The officers of SEDS, [CAMPUS NAME] shall consist of a President, Treasurer, Chapter Representative, [INSERT OTHER POSITIONS HERE].

SECTION 3. Officer Duties

[FILL OUT THE DUTIES OF YOUR OFFICERS HERE]

Article 3. Chapter Responsibilities

SECTION 1. National dues and reports

The officer board is responsible for submitting any dues and reports as required by the SEDS-USA organization.

SECTION 2. Campus recognition

The officer board is responsible for submitting any fees or registration forms necessary to remain a recognized club of [CAMPUS NAME].

Article 4. Rules

SECTION 1. Amendments

Constitutional amendments will be made when such amendments are supported by two-thirds of the organization's voting membership.

SECTION 2. School rules

As a student organization, all rules of the [CAMPUS NAME] are in effect during all club.

Article 5. Finances

SECTION 1. Sources of Funds

[CAMPUS NAME] SEDS will be funded from the following sources:

1. Chapter dues, donations, and school funding (if any)
2. Income from group fundraising activities.

SECTION 2. Disbursement of Funds

The elected treasurer will be tasked with maintaining the chapter bank account and handling any petty cash necessary for operations. No club money will be spent without at least two officers approving the expenditure. Officer approval is necessary BEFORE the expenditure is made.

SECTION 3. Records and Receipts

Receipts are mandatory for any money spent by the club. No reimbursement will be made without a receipt. The treasurer will keep an accurate record of all income, expenditures, and an original copy of all receipts.

Article 6. Dues

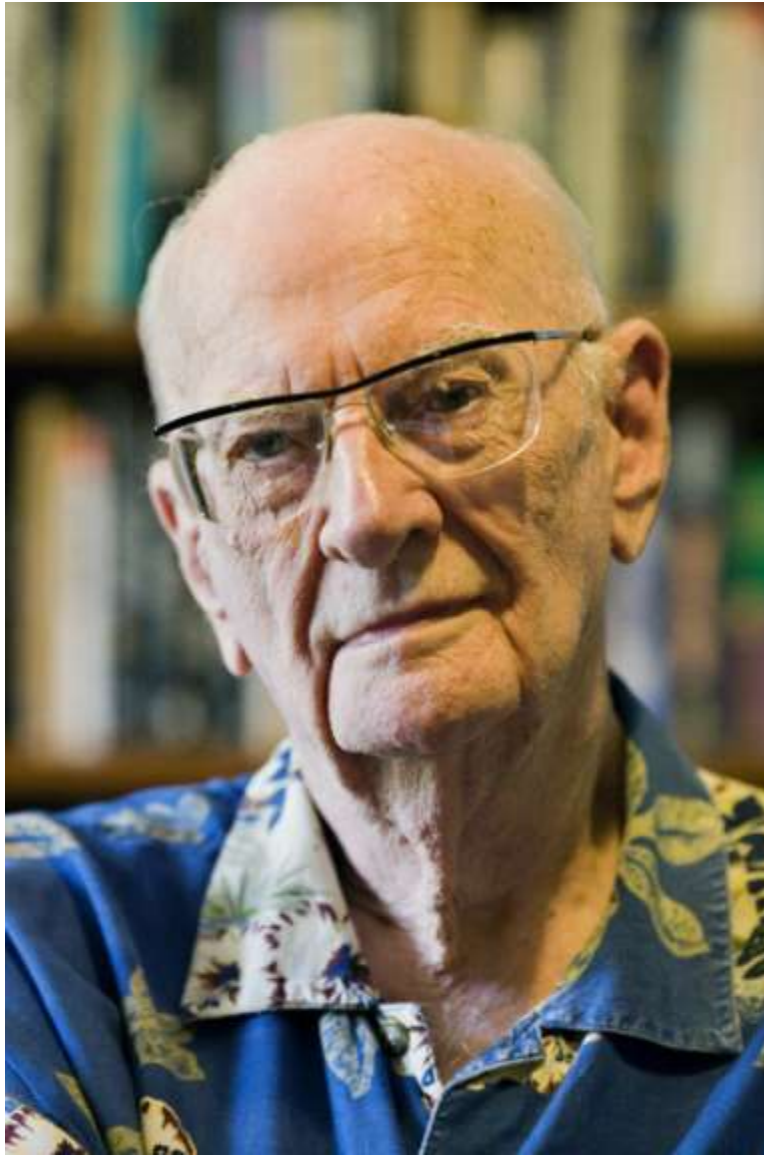
SECTION 1. Dues

Dues for membership in [CAMPUS NAME] SEDS will be ___ per semester or ___ per year. Dues should be paid to the treasurer during a normal meeting

SECTION 2. Benefits of paying Dues

[INSERT BENEFITS HERE]

SIR ARTHUR C. CLARKE



DECEMBER 16TH 1917 – MARCH 19TH 2008

**NOVELIST, INVENTOR, FUTURIST,
VISIONARY, AND FRIEND OF SEDS.**