



2026 FOUNDING CHAPTER OVERVIEW

Bring Play Date to your community.

A practical introduction to what Play Date provides, what you lead locally, and how we build a welcoming chapter together.

\$0 FOUNDING CHAPTER FEE

For chapters approved by December 31, 2026.

THE SIMPLE IDEA

Kids need friends. Parents do, too.

Each chapter creates dependable reasons for local families to meet, play, and turn a first hello into a familiar face.

YOU LEAD LOCALLY. WE BUILD IT TOGETHER.

What you receive.

Play Date gives chapter leaders a recognizable brand, a practical system, and ongoing support - so you can focus on families.

01

Brand and local home

Play Date name, visual system, and a professionally designed local chapter page under the Play Date website.

02

Event playbook

Social and Adventure concepts, planning checklists, timelines, venue guidance, and day-of tools.

03

Registration tools

Event listing support, RSVP templates, participant communication, and clear event information standards.

04

Marketing support

Launch guidance, reusable social copy, promotional templates, and help telling your local chapter story.

05

Training and check-ins

An onboarding conversation, launch planning, ongoing guidance, and a regular place to solve problems together.

06

Safety and standards

Shared expectations for welcoming families, responsible events, incident reporting, and brand stewardship.

You are not buying a folder of templates and being left alone. The goal is a dependable working relationship with clear tools, honest communication, and room to learn.

A SIMPLE RHYTHM. REAL LOCAL OWNERSHIP.

What you lead.

Chapter leaders bring local knowledge, relationships, and hospitality. Play Date supplies the structure around that work.

Your local responsibilities

- Select welcoming venues and experiences.
- Build relationships with local partners.
- Host, greet, and connect participating families.
- Coordinate volunteers when an event needs help.
- Communicate event details clearly and on time.
- Follow shared standards and submit a short report.

The first 90 days

- 01 Plan**
Meet, choose the launch community, and build a realistic calendar.
- 02 Launch**
Create the local page and introduce the chapter to families and partners.
- 03 Host**
Run the first free Social and the first ticketed Adventure.
- 04 Learn**
Review attendance, feedback, costs, and what families want next.

THE FOUNDING CHAPTER ARRANGEMENT

\$0

Chapter fee through 2026

80%

Chapter leader share

20%

Play Date share

The fee is waived for chapters approved by December 31, 2026. Revenue percentages apply to net local revenue after refunds, payment and registration fees, and approved direct event costs.

The monthly chapter rhythm

One free Social

Easygoing, accessible, and open to the public.

One ticketed Adventure

A shared local outing with costs explained before booking.

WHAT SUCCESS LOOKS LIKE

Connection families can feel.

A strong chapter is welcoming, responsible, financially clear, and worth returning to.

1

Warm arrivals

New families know where to go and who will welcome them.

2

Repeat faces

Families return and begin recognizing one another.

3

Meaningful connection

Kids find playmates and parents find people to talk with.

4

Responsible events

Plans, costs, expectations, and safety are handled clearly.

5

Sustainable growth

The chapter learns what works and grows at a healthy pace.

The Play Date promise

Different families. Different ways to play. Everyone belongs at Play Date.



READY TO START A CONVERSATION?

Tell us about your community.

Scan the code or visit playdatecommunity.org/start-a-chapter