



## CHAPTER VS LICENSEE

	CHAPTER	LICENSEE
Separate dedicated 501(c)(3) and BOD	X	
Must serve former foster youth	X	
Use of ASOH logo and marks	X	
ASOH brand guidelines	X	
Social media content guidelines	X	
Strategic marketing plan	X	
Brand partnership guidelines	X	
Web design guidelines	X	
Printed ASOH materials (brochures, decks, postcards, etc)	X	
ASOH apparel for staff and volunteers	X	
Introductions to furniture partners	X	
Guidance on recruiting BOD, ED and staff	X	
Guidance on warehouse selection and build-out	X	
Use of ASOH app	X	X
Cyber insurance	X	
On-site start-up training and setup	X	
Quarterly progress checks and training	X	
Dedicated year-round coaching and training	X	
Inventory management	X	X
Volunteer recruiting and management	X	X
In-kind donation management	X	X
Home creation preparation, leadership, schedule, process and follow-up	X	X
<b>Unlimited access to training materials, documents, procedures, and policies, which include:</b> - Training manuals, guidelines, policies and procedures - Designer guidelines	X	X