



**PLANNER KIT**

growing your local chat rheum community

**chat**  
**rheum**

*Thank you for taking the initiative to start a Chat Rheum in your area. You are helping change people's lives for the better! This kit is designed to assist you in attracting new Rheum Mates so your community can grow.*



## Glossary

**Chat Rheum:** A community someone creates in their local area via the [meetup.com/chatrheum](http://meetup.com/chatrheum) site.

**Rheum Mate:** A person who joins a Chat Rheum and is interested in attending meet-ups

**Meet-up:** An event a Rheum Mate creates for their Chat Rheum

**Planner:** A Rheum Mate who creates an event

## Your profile pic



When you set up your meet-up account, it is a nice idea to include a profile picture, so people can see your face. It also helps people recognise you when you have your first meet-up!

## Meet-up Events

### Meet-Up Date

Once you have created your Chat Rheum, it is a good idea to choose a date and time for your meet-up. Having an idle Rheum might appear to visitors as though nothing is going to happen and they are less likely to be encouraged to join. Choose a date suitable for you that is not conflicting with other major events or public holidays. If you choose a date at least a couple of weeks ahead, it will give you enough time to advertise and for people to respond.

### Meet-Up Location/Venue

The first meet-up will most likely only have a handful of people attend so you should be able to select a venue that will suit the size. You might like to choose somewhere that you know - a local favourite eatery that has great coffee and good food. Keep in mind that the people attending will be living with some form of arthritis, so choose somewhere that is accessible and ideally has a disabled toilet.

### The Meet-Up

There are no real rules here. You might feel a little nervous at your first meet-up but I can assure you that after you meet others living with a similar condition, you will feel empowered and will want to organise another event! You can brainstorm some ideas for your Chat Rheum and decide what sort of things you would like to do in the future.

### More Meet-Ups

The idea of Chat Rheums is to create regular meet-ups. How regular is up to you, but it is the ongoing real life contact that can create wonderful friendships and support for everyone involved. You might decide to choose a different location for future meet-ups to have some variety or suggest to others that they may like to organise the next meet-up!

### What if my Meet-Ups become too large?

This is a great thing! If you find that having a large group of people at a meet-up is a little hard to handle or not as intimate as you had first envisaged, an idea would be to create another meet-up, perhaps at a different time or day of the week which will suit a smaller group of Rheum Mates. Rheum Mates with similar conditions might also like to spark off their own meet-ups to talk only about one condition.

### It's not all up to you!

Creating meet-ups for your Chat Rheum is not all up to you. Other Rheum Mates can organise meet-ups too, so encourage them to do so, too; as not all meet-ups organised will suit all Rheum Mates – for example they may like to organise an event closer to where they live. Ideas for attracting more Rheum Mates are below and these can be shared with all Rheum Mates.

### Photos of events

Getting photos of your meet-ups is a great way to show others what Chat Rheum is all about. Be as fun or silly as you like, or even have a posed pic. A group shot would be great, as well as any other photos you choose to share will be a bonus. Before taking photos, it is important to get approval from all Rheum Mates!

You can post your photos on the Chat Rheum facebook page at [facebook.com/chatrheum](https://facebook.com/chatrheum) and/or email them to me to put onto the Chat Rheum website. Email Naomi at [info@chatrheum.com](mailto:info@chatrheum.com). Don't forget to mention the name of your Chat Rheum with a link to your page.



## How do I get more Rheum Mates?

Promoting Chat Rheum is the best way to get more Rheum Mates joining. Here are a few ideas (if you have your own, please let us know!)

The logo for Chat Rheum, featuring the word "chat" in orange and "rheum" in white, both in a lowercase, sans-serif font, set against a black background.

### Social Media

Don't be shy! Share the Chat Rheum Meet-up website via all your social media channels! There is a link on the front page of [meetup.com/chatrheum](http://meetup.com/chatrheum) to share it via twitter and facebook. Other suggestions would be to advertise on other networks, like Linked In, Pinterest, etc. The more people who know about it, the more your Chat Rheum will grow. Another great suggestion is to share the Chat Rheum facebook and twitter pages to appear in your news feed with recent news and photos of events.

#### **Example Facebook message:**

Chat Rheum is a brand new website which allows people to create local cafe meet-ups to meet others living with arthritis related conditions. Check out the Chat Rheum facebook page at <http://facebook.com/chatrheum> and read the 'about' section for all details!

#### **Example Twitter message:**

Casual cafe meet-ups all over the world to support people with arthritis related conditions. <http://meetup.com/chatrheum> #chatrheum

### Local community website

Many towns have their own community website or facebook page where they share news about local residents and things that are going on in the area.

#### **You could post something like this (using your own Chat Rheum info of course):**

Chat Rheum is a brand new website which allows people all over the world to create local cafe meet-ups to meet others living with arthritis related conditions.

Check out the Facebook page <http://www.facebook.com/chatrheum> and read the about section for all the details!

An Emerald Chat Rheum has been created so if there is anyone in the hills with Rheumatoid Arthritis or another inflammatory type of arthritis that would like to chat, I'd love to meet you. Here are the details for the first meet-up: <http://www.meetup.com/chatrheum/Emerald-Vic/916162/>

### Local paper

Most community papers allow local residents to put free notices in their "What's On" section. This is where you could advertise your local Chat Rheum.

### Rheumatologist Rooms

Many rheumatologists are willing to help their patients in more ways than just handing over scripts and medical advice. Ask your rheumatologist whether they can leave some cards or a notice in their waiting room for their patients to see. They may even keep some cards in their room to hand to patients after a consultation. See the resources section for artwork suggestions.

### Local Arthritis Foundations

There are Arthritis Foundations all around the world supporting people living with arthritis. Promoting social support is something they should be eager to do so contact your local Foundation and give them the details for Chat Rheum. They might put a note on their website or in their regular newsletter to members. Remember you can be specific in the type of Rheum Mates you are seeking (example young, old, type of arthritis). Many Foundations also have Facebook pages so you can make a post on their page too!

### Friends and family

Don't forget about friends and family! Email or message them with the Chat Rheum details and get them to share it with their friends. You never know who is in their circle of friends who could benefit from joining a Chat Rheum.

## Resources

On the resources page at [chatrheum.com](http://chatrheum.com) you will find some downloadable resources (jpgs and pdfs) for you to use. Here is an overview of what they are:

### Logos

If you need to use a logo to make something or post online somewhere, please use one of these. Do not change any colours or stretch the images at all. Cropping of the black is allowed.

### Business Cards

There are lots of business card printing companies online that can print cards for a very small fee. Some in fact do them free! Here are a couple of business card files you can use to get cards made.

If you need something specific or a different size, please let me know and I can provide something different. To cover any costs, you could get a few of your Rheum Mates to chip in a few dollars.



### Sign

Here is a pdf of a sign, which you can print off and put up wherever you like! You could ask your GP or Rheumatologist to post one up in the waiting room.