

# Chapter Handbook

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## Chapter 1: Handbook Overview

### 1.1 About OWASP

The Open Web Application Security Project (OWASP) is a 501c3 not-for-profit worldwide charitable organization focused on improving the security of application software. Our mission is to make application security visible, so that people and organizations can make informed decisions about true application security risks. Everyone is free to participate in OWASP and all of our materials are available under a free and open software license

### 1.2 The Purpose of OWASP Chapters

OWASP Chapters exist to raise awareness of the OWASP mission, making application security visible, at the local level. The OWASP Foundation encourages anyone with an interest in furthering the OWASP mission at the local level to either get involved in their local OWASP chapter, or if one doesn't exist, start a new OWASP chapter. Local chapter outreach is one of the most significant ways that individuals learn about the organization and become connected to the OWASP community. Therefore, enabling local chapter leaders and volunteers to not only hold meetings, but also contribute to projects, organize training and events, and find new ways to evangelize about application security in their city or region becomes a key to the success and growth of the much larger global organization.

### 1.3 The Purpose of the Chapter Handbook

The purpose of the OWASP Chapter Handbook is to provide chapter leaders with a central place to find information about starting a chapter, organizing a chapter meeting, handling their chapter finances, and many other topics that come up in the course of running a chapter. While there are a few hard and fast rules that chapter leaders must follow, this handbook is primarily composed of suggestions and best practices that have worked for other successful chapter leaders. That said, what works for some chapters may not work for others, and this handbook should not limit the scope of possibilities for running a strong and thriving chapter.

### 1.4 Contact Us: Comments, Suggestions, & Questions

Comments, suggestions, and questions on the handbook or other chapter issues can be submitted to: <http://sl.owasp.org/contactus>.

The **Global Chapter Committee** mailing list is: [global\\_chapter\\_committee@lists.owasp.org](mailto:global_chapter_committee@lists.owasp.org)

The mailing list archives and instructions for subscribing to the list are available at: [https://lists.owasp.org/mailman/listinfo/global\\_chapter\\_committee](https://lists.owasp.org/mailman/listinfo/global_chapter_committee)

The **Global Chapter Leader** mailing list is: [owasp-chapters@lists.owasp.org](mailto:owasp-chapters@lists.owasp.org)

The mailing list archives and instructions for subscribing to the list are available at: <https://lists.owasp.org/mailman/listinfo/owasp-chapters>

## Chapter 2: Mandatory Chapter Rules

This section outlines the “musts” for chapter leaders, or stated differently, these are the bottom line rules required of chapter leaders. The rest of the handbook is composed of best practices and guidance, which are only suggestions for chapter leaders.

### 2.1 Organize free and open meetings

Local chapter meetings must be free for everyone to attend, regardless of whether the attendee is a paid member, and open to anyone.

### 2.2 Hold a minimum of 2 local chapter meetings or events each year

While this is the minimum number of chapter meetings which you need to hold, 4 meetings a year is recommended to maintain an active chapter. There are a variety of meeting “formats” or events that may be used to fulfill this requirement including virtual meetings or even small gatherings to discuss application security. Possibilities for meeting formats and events are discussed more below.

### 2.3 Give official meeting notice through the wiki, chapter mailing list, and OWASP Calendar.

Chapter meetings must be posted to the OWASP wiki (on the chapter’s page) and a meeting announcement must be sent out to the OWASP mailing list (i.e. *owasp-CHAPTERNAME@lists.owasp.org*) to notify the OWASP community of each upcoming meeting. Also, the meeting must be listed on the OWASP Global Events Calendar.

### 2.4 Abide by OWASP principles and the code of ethics

The OWASP Core Purpose, Values, Principles, and Code of Ethics are posted on the [OWASP “About Us” wiki page](#).

### 2.5 Protect the privacy of the chapter’s local contacts

The privacy of chapter members and meeting attendees should be protected at all times. You should not disclose names, email addresses, or other identifying information about OWASP members or meeting attendees. Only aggregate statistics can be referenced. If a meeting sponsor is utilized that organization might consider doing a raffle in exchange for business cards.

### 2.6 Maintain vendor neutrality (act independently)

In order to preserve OWASP’s non-profit status and open, non-commercial principles it is important that no commercially-oriented “sales pitch” talks are given at OWASP events, be it chapter meetings or conferences. Such talks are not only against OWASP principles, they also blur the line between OWASP and commercial entities, thus diluting the OWASP brand name and agnostic status globally.

Anybody that observes chapter leaders that are not following these basic rules are urged to report this to: <http://sl.owasp.org/contactus>.

## 2.7 Spend any chapter funds in accordance with the OWASP goals, code of ethics, and principles

For more suggestions on handling chapter funds, see section 4.7 below.

## 2.8 Chapter Oversight

OWASP Chapters and Chapter Leaders are overseen by the Global Chapters Committee and, ultimately, the Global OWASP Board. If the Global Chapters Committee or Global OWASP Board determines that an OWASP Chapter Leader has not complied with these rules, their status as an OWASP Chapter Leader may be revoked. Additionally, OWASP administrative access (including the leader's owasp.org email address) may be immediately revoked.

## Chapter 3: How to Start a Chapter

### 3.1 Start-up Information

The following information should be provided in an application to start or restart an OWASP Chapter:

- List of the people that are founding the chapter. Each founding member(s) must submit:
  - Statement regarding their background or resume, and
  - Statement of why he or she wants to be an OWASP Leader.
- The geographical area to be covered by the new chapter. Chapter names should represent the immediate city or region that is being served. It is also preferred that the chapter leader(s) work or live in the geographical area.
- Acknowledgement that founding member(s) has read, understands, and agrees to the terms of the Chapter Handbook.
- While it is not mandatory, a good understanding of English will help with communication within the OWASP global community.

Requests to start or restart an OWASP Chapter should be submitted to: <http://sl.owasp.org/contactus>

### 3.2 New Chapter Approval Process

After receiving the above information via the [online form](#), an OWASP employee will give a cursory check of the above items to ensure new chapter leaders are serious and understand their commitment, and forward the request to the Global Chapter Committee for a second approval. Upon receipt of a second approval by a member of the Global Chapter Committee, the applicant can move forward as a chapter leader. A chapter wiki page and mailing list will be set up for the new leader(s). Additionally the chapter leader(s) will be given an OWASP email account and password to operate as the administrator of the new chapter mailing list.

### 3.3 Chapter Naming

The format used for naming a chapter is: OWASP [Insert City, Region, or Country Name of Chapter]. For example: OWASP Austin, OWASP London, OWASP Malaysia

It is not necessary to specify your chapter is a “local” chapter, because by definition any chapter is “local”. When registering your chapter name on [LinkedIn](#), [Meetup](#), [myowasp.ning.com](#), or any other social media site please follow this naming convention as it makes sorting and finding chapters easier.

### 3.4 Geographic area

An OWASP local chapter organizes OWASP activity in a given geographical area. A person or a group (the "founding members") can request to start a new chapter in a geographical area not currently served by an OWASP group.

One key to a successful OWASP chapter is selecting the right geographical area. Naturally the geographical area should not overlap with an existing chapter. OWASP chapters promote face-to-face meetings and the geographical area covered should be no more than a reasonable travel for a meeting. On the other hand the area should be large enough to serve enough people who are interested in web application security and enough people to be active in the chapter.

### 3.5 Student, University, or Academic Chapters

OWASP student, university, academic chapters must follow the same mandatory guidelines set for standard OWASP Chapters, however there are generally special funds and people in place to provide support and guidance for these chapters. Information about the the Global Education Committee (GEC) is available at: [https://www.owasp.org/index.php/Global\\_Education\\_Committee](https://www.owasp.org/index.php/Global_Education_Committee) or email them at: [global\\_education\\_committee@lists.owasp.org](mailto:global_education_committee@lists.owasp.org) .

## Chapter 4: Chapter Administration

### 4.1 Owasp.org Email Accounts

Owasp.org email accounts are provided for paid OWASP members and Chapter Leaders, if you do not have one and fall into one of these categories, submit your request to <http://sl.owasp.org/contactus>.

The standard format followed for email addresses is: [firstname.lastname@owasp.org](mailto:firstname.lastname@owasp.org)

It is recommended that chapter leaders use their [owasp.org](mailto:owasp.org) email account for all OWASP related matters. There are a number of reasons for this including: a separation between your contributions for OWASP and other volunteer or paid work you may do, eliminating the appearance of conflict of interest (by using a work email address for OWASP matters), and protecting your personal privacy. The email address of chapter leaders is listed both on the chapter wiki page (a means of contact) as well as the administrator of the chapter mailing list, using an [owasp.org](mailto:owasp.org) email address prevents your personal email address from being listed on a public site.

### 4.2 OWASP Wiki

Maintaining the web site is the most basic aspect of promoting an OWASP chapter. This is the place where people will be directed to when looking at our list of meeting locations by geographic region: [https://www.owasp.org/index.php/Category:OWASP\\_Chapter](https://www.owasp.org/index.php/Category:OWASP_Chapter)

Part of holding free and open chapter meetings is making the information about your meetings (time and place) freely available. So that people don't have to hunt around for your meeting information make sure to post the information on your wiki page as soon as the meeting is set.

The local chapter web site should include at least:

- Information about the chapter leadership, including best way to contact.
- Link to the chapter's mailing list.
- Information about future and historical events.
- The presentations given in past meetings.
- Other promotional services such as LinkedIn, Facebook, Twitter, and Meet-Up are fine to inform people about your local chapter; however, the OWASP Chapter Wiki Page should be the authoritative information at all times.

If you have not already created an account on our wiki site (which can be used to edit your chapter's wiki page), please do so using the following link: <https://www.owasp.org/index.php/Special:RequestAccount>

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Tips on wiki markup/editing:

[http://www.mediawiki.org/wiki/Help:Editing\\_pages#Edit\\_Summary](http://www.mediawiki.org/wiki/Help:Editing_pages#Edit_Summary)

and

<http://www.mediawiki.org/wiki/Help:Formatting>

You can copy and paste the wiki code for this “template” here:

[https://www.owasp.org/index.php/Sample\\_Chapter\\_Page](https://www.owasp.org/index.php/Sample_Chapter_Page)

### 4.3 Local Domain Names

Many leaders wish to purchase a local domain name for their owasp chapter, and this domain should point to the country web page on the wiki. It is important to note that the OWASP wiki is the only web site that ensures OWASP values and principles.

A few countries (such as China) have not been able to access the wiki and therefore the local domain name is used as the main source of information about OWASP for the country.

Chapter leaders are free to register local domain names and submit the expense for reimbursement from their chapter's account. If additional paperwork or authorization is needed for the registration, submit your request to <http://sl.owasp.org/contactus>. Also, please notify the Foundation (through this same form) if you have registered the name to help us keep track of what domain names have been purchased by OWASP.

### 4.4 Mailing Lists

The chapter mailing list should be used mostly to inform list members about local OWASP activities. In addition to chapter meetings, which should all be posted to the list, many chapters use their list as a way to communicate information about upcoming security events, projects the chapter is working on, or appsec-related issues.

Chapter leaders will be given the administrative password for their chapter mailing list and will be responsible for moderation of the list. If additional moderators need to be added to your list, please feel free to add them as needed. Should a post need to be moderated, you will receive a email from

your list requesting approval.

When a person is listed as an administrator of a mailing list they will receive all email sent to the OWASP leader's list. Please add all (additional) chapter leaders to the administrative area on the mailing list so that they will receive timely communication from the community.

Some other suggestions:

- It is frowned upon by the OWASP Community to “spam” OWASP mailing lists regarding conferences in other regions. For example, it would be inappropriate for someone hosting a non-OWASP conference in India to send e-mails to multiple mailing lists outside of India.
- The best way to prevent “spam” from your chapter’s mailing list is to enable list moderation. This can be done by logging into the mailing list administrative interface and clicking on “Privacy Options” and “Sender filter.” There are options for moderating posts by both mailing list subscribers and non-subscribers.
- The subject of posting job leads to a chapter’s mailing list is handled differently by each chapter. Some chapters encourage it as long as the jobs are local and security related, others frown upon it, instead encouraging the people hiring to stand up and promote their openings in person at the chapter meetings.

For discussion details: see “[\[Owasp-leaders\] Job Leads on Chapter Mailing Lists?](#)”

The OWASP Wiki has a link to the “[OWASP Job Board](#)” from the home page. OWASP does not endorse commercial products or services and provides this listing for the benefit of the community. If you have additional questions or would like to post a job opening to this page [contact us](#).

## 4.5 Social Media

Similar to the OWASP chapter mailing lists, social media under the “OWASP” Chapter name should be used to inform subscribers about OWASP activities as well as communicate information about upcoming security events, projects the chapter is working on, or other appsec-related issues. Additionally, social media used under the OWASP chapter name, should abide by the OWASP Principles and Code of Ethics (outlined above).

While the chapter leader or member that sets up the account will hold the password and be the official “owner” of the account, please share this account login information with other members of the leadership team. When new leadership takes over, the information should be handed over to the new leader(s).

If social media is one of the main forms of communication your chapter uses to spread the word about meetings and events, it is important that the page be maintained and updated with accurate information.

Ideas for social media platforms used by current OWASP chapters (it is not necessary for each chapter to have an account with each of these platforms -- choose the forum that will be best for your geographic area):



- Delicious - <http://delicious.com/>
- Digg - <http://digg.com/>
- Eventbrite - <http://www.eventbrite.com/>
- Facebook - <http://www.facebook.com/>
- Flickr - <http://www.flickr.com/>
- LinkedIn - <http://www.linkedin.com/>
- Meetup - <http://www.meetup.com/>
- Ning - <http://myowasp.ning.com/>
- Newsvine - <http://www.newsvine.com/>
- Reddit - <http://www.reddit.com/>
- Stumbleupon - <http://www.stumbleupon.com/>
- Twitter - <http://twitter.com/>

## 4.6 Organizing Your Contacts

It is recommended that each chapter have a central data base (something as simple as a google spreadsheet) in which to organize their contact data base. This can be a comprehensive list of mailing list subscribers, Linked-in group members, Local Affiliations (and point of contact within the organization), and Sponsors (past, current, future). This will not only help when it is time to pass chapter management onto a new person, but also with direct mailings (which often generate more results than “list” mailings) and finding future venues, sponsors, or even speakers. See also the section below on “Recruiting List Members.”

## 4.7 Handling Money

Chapter funds should be used for your chapter and must be spent in line with the OWASP Foundation goals, principles, and code of ethics. Accordingly, chapter finances should be handled in a transparent manner.

A chapter should have a treasurer who is in charge of money. This person can be (and often is) the leader. His/her name should be communicated to the Global Chapter Committee.

### 4.7.1 Spending Guidelines

For the following common expenses, if the expenditure is under \$500, Chapter Leaders can consider their purchase “white-listed” for reimbursement out of the chapter’s account, provided that the chapter has the necessary funds in its account:

- Meeting venue rental
- Refreshments for a meeting
- Promotion of a meeting
- OWASP Merchandise

If, however, the expense does not fall under one of the above categories or is greater than \$500, a second person (another chapter leader or board member if possible) must sign off on the purchase. While travel for speakers is a common expense and may fall under \$500, a second signer is still required. Similarly, a donation of money out of the chapter’s account back to the Foundation, requires a second signer.

From an administrative perspective, OWASP has a responsibility to show its supporters that their donations (via members, sponsorship or other) are being used properly - in support of the OWASP mission.

**Exceptions to the guidelines can be brought to the Global Chapters Committee for approval and tracking.**

#### 4.7.2 Additional Expense Policies

A chapter is free to adopt any additional procedure for authorizing expenses as long as it is also authorized by the treasurer (or leader) and documented. The treasurer (or leader) must, in addition to any bookkeeping required by local authorities, keep a list of expenses made. This list should be made public, preferably on the wiki.

#### 4.7.3 Reimbursement Process

*The recommended process for paying for chapter-related expenses is to prepay for the expense and submit the receipt to [accounting@owasp.org](mailto:accounting@owasp.org) to get your money back. The Foundation is currently in the process of finalizing a standard reimbursement procedure, which will be used for Chapter-related expenses when finished.*

In case of doubt if an expense is in line with the OWASP principles, get advise from the Global Chapters Committee.

#### 4.7.4 Chapter Budgets

[Sample Budget Template](#)

#### 4.7.5 Money not Tracked by the Foundation

Chapter leaders should not be accepting finances/funds through their own bank accounts. OWASP Foundation (US) and OWASP Inc. (Europe) have been created for the purpose of handling funds. Other countries have hired third party companies to handle their finances. If OWASP funds will be handled by a third party, notify the OWASP Foundation in advance to make sure any necessary paperwork is completed.

If the sponsor pays the vendor directly (for signage, food, venue, etc.), then this is a transaction that the Foundation does not need to track. However, if the sponsor needs a receipt or record of the transaction (for tax or other purposes), the money WILL need to go through the Foundation.

#### 4.8 Charging for Events

It is against OWASP's core values and principles to charge people to attend chapter meetings. A chapter may decide to charge for a training, one-day speaker event, or local conference though. If your chapter is charging a fee for training, event, or conference, the registration should go through RegOnline.

#### 4.9 Insurance

The OWASP Foundation carries insurance coverage that is sufficient for most meetings. If you need a certificate of insurance or have additional questions about insurance, please submit your request through <http://sl.owasp.org/contactus>.

## 4.10 (Signing) Contracts

Chapter leaders are not authorized to sign contracts or enter into any legal agreements on behalf of the OWASP Foundation. If a signed contract is needed to guarantee your meeting venue or another service you would like for your chapter, please [contact us](#) for approval.

## Chapter 5: Governance

On your chapter page, ensure you clearly identify who is the current leadership for the chapter or on the board of the chapter, including their phone numbers and/or email addresses. It is highly recommended to have at least (2) chapter leaders, but a group of leaders or chapter board are even better.

Additionally, post information on how people can get involved with the chapter planning, leadership, or decisions. What are your plans for the upcoming year? Are you looking for help with something particular? When are your elections held?

### 5.1 Chapter Leadership

- **Preferably as many organizers as possible.** A single chapter leader has proven to be an anti-pattern for successful chapters. Running a successful chapter requires concerted effort all year long, and these duties should be split between whoever is willing to volunteer to take the load. High performing chapters often have three or more co-organizers that meet regularly to plan.
- **Chapter Leader (or Coordinator):** The only organizational requirement for every chapter is to nominate a Chapter Leader, who is the central point of contact for the chapter and responsible to the OWASP Board through the auspices of the Global Chapters Committee. In case of dispute over the leader role, we suggest rotation over the 24 month term, if there are multiple candidates and no rotation agreement, elections should be held for a 24 months term (see elections below).
- **Board:** Chapters are free to decide on the number of role holders, their titles, how they are selected and for how long. We recommend that a chapter would have also a board with at least 3 members, each one having a specific role. Common roles:
  - Organization: Secretary, PR/Marketing, Web, Membership, Finance & Meetings/Conferences
  - Content: Education, Industry, Projects
- In case there are multiple candidates for a specific role, and no restructuring, rotation or teaming works, elections for the role should be held for a 24 months term.

### 5.2 Transferring Leadership

In the course of time, a leader may want to move on and leave his/her role. While this chapter provides guidelines to the technical process to follow, we found in the past that the actual challenge is find the new leader, especially in chapters that lack a board. We strongly suggest that a chapter leader who wants to stop would try to find a successor among the active members of the chapter. Such a process has the best chance of ensuring the continuous success of the chapter.

In any case, please [let us know](#) of your wish to leave the job and let us help you in finding a successor.

### 5.3 Chapter Elections

It is always advisable to avoid elections. Running a chapter is a voluntary hard job and sharing

the load is always advisable. Since the chapter role structure is flexible, a proper chapter structure may help to avoid elections. However, if there is a lack of agreement between chapter members on structure, roles or any other issues an election for a role or a poll on any other subject may be required:

- A poll on a subject will be held if 10% of the chapter members request it.
- Elections for a role will be held if there are multiple candidates for a role at the end of the term for the role.

### **How should elections be held?**

OWASP does not enforce any procedure for elections and polls. An agreement on procedure between candidates or suggestion makers is sufficient. If such an agreement is not reached, the following procedure should be followed:

- The subject and options for vote alongside the names of the people requiring the vote would be submitted to the OWASP Foundation.
- The OWASP Foundation will request confirmation by email from the people requiring the vote.
- Once confirmed, the OWASP Foundation will send the ballot to the chapter members setting a deadline.
- One results are in, the OWASP Foundation will notify chapter members of the results.

The procedure for election heavily involves the OWASP Foundation as we feel that if the chapter cannot get to an agreement even as to how to hold elections, central intervention is required.

## **5.4 Chapter Bylaws**

While there is no requirement for Chapters to have their own bylaws or recommended template, you should incorporate the following information as it applies in your country or region:

- The Open Web Application Security Project (OWASP) is a **not-for-profit** worldwide charitable organization focused on improving the security of application software. Our mission is to make application security visible, so that people and organizations can make informed decisions about true application security risks. Everyone is free to participate in OWASP and all of our materials are available under a free and open software license.
- Reference to the [OWASP Foundation Bylaws](#), which is the primary governing document for the OWASP, as well and mandatory rules from this handbook (see above)

Chapter by-laws that currently exist have been posted in one central place on the wiki - [https://www.owasp.org/index.php/Local\\_Chapter\\_ByLaws](https://www.owasp.org/index.php/Local_Chapter_ByLaws)

If your chapter has already or does adopt by-laws in the future, please post them to the wiki on this page, or submit them to [contact us](#).

## **5.5 Legal Entity**

While local chapters operate, for the most part, independently from the OWASP Foundation, they are not stand alone legal entities. Local OWASP Chapters are essentially small local “arms” or “branches” of the OWASP Foundation and must abide by any legal and financial duties or responsibilities imposed on the OWASP Foundation. Furthermore, local chapters and chapter leaders are governed by the Global Chapters Committee, and ultimately, the Global OWASP Board.

## **5.6 Disputes**

When there is a problem at the local level, at what point does the global organization step in? Chapters are encouraged to handle disputes locally, within their own governance structures. However, what should a chapter leader (or other community member) do if there appears to be a violation of OWASP principles or ethics? Or what if someone feels that the chapter leader him or herself is not following the rules or guidelines outlined in this handbook?

If you feel that a chapter leader is not acting in accordance with the chapter handbook, please follow the following hierarchy in escalating your concern:

1. Bring your concern to the attention of the chapter leader or chapter board. If possible, make an attempt to handle the issue locally.
2. If you are unable to resolve at the local level, please contact the Global Chapter Committee (or through the contact us form: <http://sl.owasp.org/contactus>).
3. If the Global Chapter Committee is not able to handle your concern or you would like to challenge the feedback/decision of the Committee, the concern can be raised with the Global OWASP Board.

## Chapter 6: Chapter Activity

### 6.1 Chapter Activity Requirements

While local chapters are required to hold at least 2 meeting (or chapter event) a year, it is recommended that chapters have a minimum of 4 meetings each year.

Virtual meetings held via GotoMeeting or other online forum, will fulfill this activity requirement as long as the event is free and open to attendees.

### 6.2 Inactive Chapters

A chapter will be tagged as inactive if they have not hosted a meeting or event in over a year. Additionally any chapter leaders will be removed from their position.

If a leader has abandoned their chapter (left without finding a replacement leader) and no one has stepped up to take on the role, the chapter may also be tagged as inactive.

Reporting an inactive chapter - <http://sl.owasp.org/contactus>. If you think a chapter is inactive and are interested in helping out, we recommend reaching out to the chapter leader or board listed on the chapter's wiki page as a starting point. They may welcome you to take over the reins or let you know the status of the chapter.

### 6.3 Restarting an Inactive Chapter

The process for restarting an inactive chapter is the same as starting a new chapter (see above). Instead of a new wiki page and mailing list being created, however, the new chapter leader will be listed on the existing wiki page and given administrative access to the mailing list.

### 6.4 Call for Help

Don't be afraid to ask for help. Many chapter leaders have been in a situation where they wish they had more guidance on raising money, finding venues, finding speakers, attracting more members, and even handling conflicts within the chapters. The [owasp-chapters@lists.owasp.org](mailto:owasp-chapters@lists.owasp.org) list was created especially for chapter leaders seeking advice or support of fellow chapter leaders. The [owasp-](#)

[leaders@lists.owasp.org](mailto:leaders@lists.owasp.org) is also a good option if you are looking to reach a wide range of OWASP supporters.

Many OWASP chapters have set up regional lists to facilitate communication with leaders in their close vicinity or regarding local issues.

Also, the Global Chapters Committee and OWASP Operational Team are available to support chapters and help generate solutions. They can be reached through the contact us form: <http://sl.owasp.org/contactus>

## Chapter 7: Organizing Chapter Meetings

### 7.1 Meeting Formula

There are a variety of meeting formulas that have been used by existing local chapters; the most traditional of which is an evening speaker meeting. For this type of meeting, the chapter leader will organize one or more speakers to present on one or more topics in a lecture or question & answer format. Needless to say, chapters have adapted this formula in many ways to suit their members or geographic area. Meetings have been organized over breakfast, lunch, or dinner as well as at a bar having a conversation over drinks. Some chapters serve food during the meeting or after the meeting on site, others will invite meeting attendees to a bar nearby for food and drinks after the meeting. Meetings have been organized as social or networking events, roundtables, panel discussions, or even as a remote presentation.

Chapter leaders are encouraged to try a variety of formats to determine what will be the most successful for their audience and area. Also, it may work best to have a variety of formats throughout the year depending on the speaker and meeting space availability.

Virtual meetings may not be ideal to encourage networking and community building within your local chapter, but they are certainly a good alternative when the chapter is not able to find a venue or having trouble bringing in a speaker. OWASP has a GotoMeeting account already available for chapter leaders (paid by the Foundation and provided for free for the chapters). If you would like to set up a meeting or the GotoMeeting login credentials, contact us at: <http://sl.owasp.org/contactus>.

### 7.2 Before - Planning the Meeting

In order of importance,\* these are the key pieces to holding a chapter meeting:

1. Great speakers / topics
2. Venue
3. Date
4. Promotion

\* While the order of importance has been debated by chapter leaders, the general consensus appears above. Additional pieces (discussed more below) that some chapter leaders have said are “key” in their regions: sponsors and attendees. The list above is meant to be a starting place and a list of essential items for planning your meeting; it is assumed that once you have these items in place people will

attend the meeting and sponsorship will follow thereafter.

### 7.2.1 Getting a Speaker

OWASP chapters are encouraged to get local speakers. Your chapter may also use international speakers, but you will quickly need funds to cover travel costs if the speakers cannot pay for the travel themselves.

One technique for bringing in international speakers is to coordinate your meeting with another event that the speaker may be attending or speaking at nearby. The intended speaker may be willing to arrive early or extend their trip by a day or two to speak at your local meeting.

Also, the OWASP Speakers Project is available to help local chapters or application security conferences to find OWASP related speakers.

[https://www.owasp.org/index.php/Category:OWASP\\_Speakers\\_Project](https://www.owasp.org/index.php/Category:OWASP_Speakers_Project)

If you have found an international speaker who is not able to pay for the travel themselves, and your chapter does not have the funds to cover the travel costs, you may be able to apply for “OWASP on the Move” funds (outlined below).

### 7.2.2 OWASP on the Move

In order to better support local chapter meetings and (web application) security events, the Global Chapters Committee started a travel-support program for OWASP presenters.

The OWASP on the Move program allows local chapters to have OWASP presenters on site; it is not for speakers to attend OWASP conferences.

This program allows 3 parties to find each other:

- Local chapters events that want to attract an OWASP speaker
- OWASP speakers to entertain OWASP presentations and that want to see the world
- OWASP sponsors that want to support spreading the OWASP message

To find available speakers in your area, see the OWASP Speakers Project

#### **Application Process:**

The way it works is really easy.

- Upfront the chapter leader submits an OotM request (event details, who to cover, etc...) via <http://sl.owasp.org/contactus>
- The request will be reviewed by the Global Chapters Committee. If the request is within the rules (see below), it will be rapidly approved.
- The speaker, who made the travel/lodging expenses, submits a reimbursement request with receipts after the presentation is performed.
- The reimbursement is approved and processed.

That's it!

#### [Reimbursement Request Form](#)

#### **OWASP on the Move Rules:**

The following rules apply for the OotM project:



- Primary funding would be deducted from the local chapter budget.
  - A chapter without sufficient funds for a speaker may request the Global Chapter Committee vote to approve the use of OWASP funds.
- The normal maximum amount per speaker is \$500 USD
- Only in special circumstances the maximum amount per speaker can be raised to a maximum of \$1000 USD
- There is a proposed limit of \$2,000 USD on the amount of money provided to any individual per year (\*see 'further funding' below)
- There is a proposed limit of \$2,000 USD on the amount of money provided to any chapter per year(\*see 'further funding' below)

A chapter can use the sponsorship 4 times a year, with a maximum of 2 speakers sponsored by OotM for one single event.

- Further funding: for active chapters or speakers who have reach the proposed financial limits, further funding is possible but will depend on available budget, since priority would be given to chapters below these thresholds

OWASP on the Move funds are not to be used by speakers to attend OWASP conferences. If assistance is needed to attend a conference, contact the conference chair.

The payments are tracked online [OWASP on the Move - Payments](#)

### 7.2.3 Speaker Agreement

Many chapters do not have every speaker sign the [OWASP Speaker Agreement](#) as part of their agreement or confirmation for the event. However, if you think OWASP values and principles may be an issue or are concerned that the speaker does not understand the terms of the arrangement, you may consider sending them this speaker agreement: [https://www.owasp.org/index.php/Speaker\\_Agreement](https://www.owasp.org/index.php/Speaker_Agreement)

### 7.2.4 Meeting Venue

There are an infinite number of possibilities for a meeting location - local college, business, library, or even a restaurant or pub. Plan as far in advance as possible - good meeting spaces are often available at little or no cost (local colleges and universities are often willing to give meeting space for free), but they fill up quickly.

Also, it is important to consider accessibility when looking at locations: Where will the attendees park? What is the average travel time for attendees? Is there a security checkpoint? What happens if attendees have not pre-registered, can they still attend? Can you serve food at this location?

While having a permanent or stable meeting location for your chapter meetings may be convenient for planning, it is also important to consider any conflict of interest (or appearance of conflict of interest) your meeting venue may convey. For example: vendor neutrality is one of the core values of OWASP, but this doesn't necessarily mean that a vendor cannot host a local chapter meeting. As long as the meeting is free and open and doesn't violate other OWASP principals, a vendor's office space may be a great location to hold a meeting. That being said, holding every meeting at this vendor's office to the exclusion of other available and willing venues, may give an appearance of impropriety.

### 7.2.5 Setting a Date and Time



Most OWASP meetings are currently held during the week (Monday through Friday). Additionally, while meetings have traditionally been held in the evening, an increasing number of local chapters have found success in hosting breakfast (early morning) or lunch events.

When setting your meeting date and time, be sure to consider:

- Will your anticipated venue will be available?
- Will you be able to find a speaker for this date and time (many chapters will book the speaker first and then choose a date and time that works for him or her)?
- Have you allowed sufficient travel time for attendees that are coming from work?
- Are there any local or regional events or holidays that will conflict?

### 7.2.6 Posting Meeting Info on the Wiki

General information about what should be on a chapter's wiki page can be found under "administration" below. As soon as you know the time, date, and location of your meeting, be sure to post it to your chapter's wiki page. Additionally, most chapters post information about the upcoming meeting such as: meeting agenda, speaker background, summary of the topic(s) to be covered by the speaker/meeting.

This is one possible "template" to use on your chapter wiki page for listing meeting details:

#### ***WHEN***

*Fill in date and timeframe*

#### ***WHERE***

*Fill in meeting place*

#### ***AGENDA***

18h00 - 18h30: Networking / Food, Drinks

18h30 - 19h00: *Fill in*

19h00 - 19h30: *Fill in*

Etc.

You can copy and paste the wiki code for this "template" here:

[https://www.owasp.org/index.php/Sample\\_Chapter\\_Page](https://www.owasp.org/index.php/Sample_Chapter_Page)

### 7.2.7 Catering

Many chapters provide food or refreshments before, during, or after their meeting. This is not a necessity for a chapter meeting, but something extra you might consider if you have the funds in your chapter account or are able to get a sponsor to cover costs (or provide food directly). It is also possible for meeting attendees to split the cost if they want food at the meeting; however, no one can be excluded from a meeting based on their ability or willingness to pay for food. Meetings must remain free and open.

If you need to decide on the amount of food ahead of time, line up the refreshment logistics based on RSVP'd attendees.

### 7.2.8 Sponsors & Affiliates

In order to organize events, an OWASP chapter often needs to find sponsors. These sponsors may provide meeting facilities, refreshments, etc. While sponsorship is good, it is important to avoid the commercialization pitfalls that may accompany it. The following is specifically prohibited:

- Providing sponsors with a list of people registering for or attending any event. This might even be illegal in certain countries due to privacy laws. The sponsor can collect leads in itself,

for example by offering a prize for people providing contact details.

- Providing the sponsor with a commercial or product centric presentation slot.

So what can sponsors get?\*

- Many thanks, and hopefully a very good feeling of helping the community.
- A table top style mini booth where they can put up a "roll up" poster or two and hand out your brochures and freebies. This might not be possible in certain meeting facilities.
- Logo on the local chapter or event page.

\*All of the OWASP sponsorship options are detailed on the OWASP Membership page:

<https://www.owasp.org/index.php/Membership>

At the local level there are options for both Local Chapter Supporters (90/10 split with the Foundation, 90% directly supporting the local chapter) as well as Single Meeting Supporters.

### 7.2.9 Meeting Promotion

Here are some tips that chapter leaders can use to promote their meeting (and increase meeting attendance):

- At a minimum, the date, time, location, speaker, and topic should be listed on **your chapter's wiki page** and an **email announcement sent out to your chapter's mailing list**.
- When sending out direct meeting invitations, use google calendar invites through your [@owasp.org](mailto:@owasp.org) email account. General email assumes that people will read it in a timely manner and will remember to place it onto their calendar. By using the google calendar invitations, this task is done for them.
- Make sure that your upcoming meeting is broadcast through a variety of channels. In addition to posting the meeting to your chapter's wiki page and mailing list, consider blogging or [tweeting](#) about it, as well as posting it on social networking sites such as [LinkedIn](#), [Facebook](#), [Meetup](#), and [myowasp](#).
- Post your event to sites such as [Yahoo Events](#) and partner with other user groups to cross-market (i.e. ISSA, .Net SIG, Java SIG, SIM, DAMA).
- Acknowledge the fact that even if people cannot physically attend, they may be able to participate remotely. The OWASP Foundation has an account with <http://www.gotomeeting.com> that is free for chapters to use. Account requests or details can be requested can be requested through: <http://sl.owasp.org/contactus>.
- Many people are tired and hungry, especially after a long day at work. While you cannot cure tiredness, you can at least try to feed your attendees. Pizza is cheap and it is relatively easy to find a sponsor.
- Make sure the topics you choose are broadly applicable and not just targeted at one group (i.e. penetration testers, software developers). Part of making web application security visible requires you to choose (or solicit) speakers that appeal to IT executives, enterprise architects, business analysis, legal and compliance, etc. If a particular group does happen to be the "target audience" at a meeting, try to change things up for your next meeting.

### 7.2.10 OWASP Calendar

Most new chapter leaders are given edit privileges for the OWASP calendar at the time their chapter is created, but if you taking over leadership or have been the leader of a chapter for a while, you may not

have permission. Calendar edit privileges can be requested through <http://sl.owasp.org/contactus>.

### **How do I add my chapter's local events to the OWASP calendar on the wiki home page?**

1. Log into your owasp email account (via google apps/gmail)
2. Open another tab and go to the OWASP wiki home page. [www.owasp.org]
3. Click the button on the bottom of the event calendar box that says "+ google calendar". This will integrate the OWASP event calendar with your owasp gmail account.
4. Add the local event to your OWASP account google calendar (as you would if adding it for your personal calendar or setting up a meeting invite)
5. In the "calendar" drop down menu there are likely 2 (or more options) - select "OWASP Event Calendar" and save. This should populate the event calendar on the OWASP home page. Note that your personal event calendar is likely in your home time zone, but the OWASP event calendar is in GMT. Google should do the proper time conversion for you.

#### **7.2.11 RSVPs**

Posting your meeting on the chapter's wiki page and emailing an announcement to the chapter's mailing list are the prime methods of letting people know about OWASP meetings. Some other useful methods are:

- Ask your speakers to send invites to their circle
- Ask people on the list to forward to people in their organization.
- Use your own personal contacts. Since OWASP is not a commercial organization, this would be usually acceptable by your business contacts. Again, this might actually help you keep in touch with them.

Meeting invitations/announcements should contain a request to forward it to other interested parties. You might also want to use event invites instead of e-mail messages. These services provide different advantages such as integration with the attendee calendar and RSVP management, but on the other hand might seem more commercial and obtrusive.

You can send event invites using the following tools:

- RegOnline - people can register for your meeting (and you can send invites and follow up emails) using OWASP's RegOnline account. If you do not have access and would like to use this for your next chapter meeting, please request an account through <http://sl.owasp.org/contactus>
- Direct calendar invites: one can do that using a dedicated Google calendar account.
- The tool most used by OWASP chapters is: [Eventbrite](#), which is free for non-profits.
- Others use: [Meetup](#), which while not free is priced very low.
- Yet others use a meeting [Doodle](#)
- <http://myowasp.ning.com/>
- You can always just use Excel to track the individuals that reply to your email invitations.

To extract the list of mailing list members you can use the mailman roster page available at: <https://lists.owasp.org/mailman/roster/owasp-<your-list>>.

**Note! Whatever tool you use, personally responding to each person who has RSVPed greatly increase the rate of people who actually attend. Just write back "Great! see you in the meeting" or whatever fits your local culture and is short.**

### 7.2.12 OWASP Merchandise

The OWASP Foundation can provide you with OWASP books, shirts, pens, lanyards, flyers, or other materials that you might need to jump-start your next meeting. The cost of these items will be billed to your local chapter. If you would like OWASP Merchandise for your meeting or local event, but do not have the funds to cover it, you request that the costs be covered by the Global Chapters Committee. Requests can be submitted through the [OWASP Merchandise Request Form](#).

[Rocksports](#) has also set up an OWASP Storefront to show items they have available and many OWASP books have been made available through [Lulu](#).

### 7.2.13 PPT Template

You may want to send your speakers a PowerPoint template to use for their presentations. Here are some options:

- [https://www.owasp.org/images/c/c3/OWASP\\_Presentation\\_template.ppt](https://www.owasp.org/images/c/c3/OWASP_Presentation_template.ppt)
- [OWASP Impress Template \(Open/Libre Office\)](#)

### 7.2.14 Screening Presentations

In order to ensure that presentations remain vendor neutral and don't turn into platforms for a sales pitch, it is recommended that you screen the presentations before the meeting.

This may also be a good time to remind your speaker about the terms of the [Speaker Agreement](#) (or make sure they understand what is expected of them).

### 7.2.15 Remote Participation

The OWASP Foundation has an account with <http://www.gotomeeting.com> that is free for chapters to use. Account requests or details can be requested through the <http://sl.owasp.org/contactus>. As soon as you have scheduled the meeting date and time, the remote participation can also be scheduled so you can include details on your chapter's wiki page or in your emails.

### 7.2.16 Speaker Gifts

Although it is not necessary, giving speakers a small token of appreciation such as an OWASP t-shirt, mug, or pen set is encouraged.

### 7.2.17 Communication

The following is a recommended communication schedule for notifying members about an upcoming meeting:

- Three weeks before the meeting - send meeting invitations and make sure meeting information has been posted to your chapter's wiki page.
- One week before the meeting - send reminders about the meeting to your mailing list and through other social media (LinkedIn, Facebook, Twitter, etc.)
- Upon registration and again one day before the meeting - send confirmation to people that have signed up to attend the meeting.

## 7.3 During the Meeting

### 7.3.1 Meeting Set-Up

Arrive early! Ensure that everything for the meeting space is set up before the first attendees will be

arriving. Here are a few things you may need to set up or prepare:

- Registration & badges (if any)
- OWASP merchandise and signs including banner
- Remote participation
- Sponsor booths/tables
- Catering - Will food or beverages be served before, during, or after your event? Where will the food be located? Who is providing the food? Will someone need to meet the delivery person at the front door of the building?
- Equipment - projector, sound system, and any special items that may have been requested by the speaker(s)

### 7.3.2 Video Recording

If you have the equipment, you may want to consider recording a video of your meeting and posting for members who were not able to attend the meeting. This is also a nice resource for chapter leaders or event organizers to use in the future to screen a speaker or learn about his/her style.

The [OWASP Speaker Agreement](#) includes authorization for the speaker's presentation to be recorded and posted. If you plan to record the meeting, you should make sure the speaker is aware and has agreed to the reproduction of his/her presentation.

### 7.3.3 Time Management

Spread tasks across many individuals in order to ensure that your meeting runs smoothly and all of the tasks before, during, and after the meeting are handled in a timely fashion. There are usually people that attend the meetings who are willing to want to help the chapter be successful, but are not able to commit to a chapter leadership role - that doesn't mean they aren't willing to help out on a meeting-by-meeting basis.

### 7.3.4 Meeting Content

- Job announcements:  
Some chapters encourage recruiters or other individuals who are hiring in their area to come for their meeting and make the job announcement in person. At the beginning of the meeting they ask anyone who is hiring to stand up and introduce themselves and who they are looking for. Then at a break or after the meeting, attendees can get in touch with them. This encourages recruiters/employers to invest a small amount of time in your chapter (attending the meeting) and also gives both the person hiring and the people looking for jobs the benefit of face-to-face contact.
- Present an OWASP Update  
Always cover the OWASP mission and goals at each meeting to reinforce it to the attendees of why and what the purpose of the chapter is. Explain the web application security problem in a general way to attract a large crowd and to educate the new members and guests.

Additionally, if you or any of your chapter members have recently attended an OWASP conference or other event, this is a good time for a short (5-10 minutes) presentation about the event.

- One or more speakers - if you have a general time frame for the speaker(s), make sure to let them know. Also, if you will be having more than one speaker, consider whether you will have a short break between them for attendees to stretch their legs and get refreshments, or whether you will want the change-over time to be quick (and attendees remain in their seats).

### 7.3.5 Collecting CPE Forms

Send out CPE credits to attendees that requested them or explain to them that ISC2 (as a example) is a self certify -- if organizations such as those want to designate someone to collect and validate they are welcome to do so, but that is not a responsibility of OWASP Chapter Leaders.

### 7.3.6 Collecting Feedback

Collect feedback on the speaker from attendees:

- There are a number of sites available that have feedback templates or allow you to build your own survey: [formsite.com](http://formsite.com), [surveymonkey.com](http://surveymonkey.com), [zoomerang.com](http://zoomerang.com), [Google form](http://Google.com), etc.
- A [speaker feedback form](#) developed by the NYC/NJ Metro Chapter is also available for you to use. The NYC/NJ Metro Chapter distributes copies to meeting attendees and asks them to complete them and hand them back in at the end of the meeting. Then the chapter leader (or another person willing to keep track of feedback) quickly adds the totals up to get an idea of which speakers they would like to ask back again to present.
- This is also a good time to capture potential topics or speakers for upcoming chapter meetings. What would meeting attendees like to learn about? Is anyone at the meeting willing to give a presentation in the future?

### 7.3.7 Networking/Social Events

There are a variety of ways to incorporate networking or social interactions into your meeting format. While some chapters designate specific meetings for networking and socializing (no speaker, just meet at a local restaurant or pub), it is more common to allow time for socializing after the meeting. Some meeting venues will be able to host this, but more than likely you will want to relocate to a restaurant or bar nearby. Consider asking the speaker(s) to join you so that guests can have an opportunity for follow up conversations. This time also fosters building a local OWASP community where the guests get to know each other and what is going on in the local appsec community.

## 7.4 After the Meeting

Review event, lessons learned, what can be improved with the other chapter leaders or board members. Go over any feedback collected at the meeting.

### 7.4.1 Meeting Minutes (and Photos)

Post meeting minutes to document what was covered at the meeting, including any announcements or decisions that were made. Pictures from the meeting are also encouraged.

### 7.4.2 Posting Presentations and Recordings

In addition to any meeting minutes and photos, try to collect the presentation from the speaker to post on the chapter's wiki page.

If you took a video recording of the meeting, you should post that as well. [Vimeo](http://Vimeo.com) is commonly used to host the uploaded video, which can then be linked to your chapter page.

### 7.4.3 Follow-up Communication

Once you post meeting materials such as minutes, pictures, presentation, or video to your chapter wiki page, send a follow up email to meeting guests thanking them for attending, letting them know about the next meeting (if you have the information), and directing them to the material on your wiki page.

If you collected any new email addresses, this will also be a confirmation that you have added their name to the mailing list.

### 7.4.4 Certificate of Attendance

It is not standard practice for OWASP to issue Certificates of Attendance for Chapter Meetings. Your chapter nominating someone hold onto a meeting sign-in sheet after each meeting. Meeting attendees are still responsible for submitting their own CPEs, but then the Chapter Leader (or whoever is keeping track of the sign-in sheets) can go back and audit against the chapter's sign-in sheet if (ISC) 2 or another organization audits them.

## Chapter 8: Organizing Local Events

In addition to holding meetings, you may want to grow and promote your chapter by organizing a larger event such as an OWASP Day, Training Day, or Regional Roadshow. Many of the considerations for these events are similar to that for a meeting, just on a larger scale:

- Venue
- Date and Time
- Speakers/topics
- Catering
- Promotion
- Sponsor(s)

Additionally, you will need to consider whether there will be any cost for attendees? Options include: free for anyone, free for members (so individuals would have to purchase a membership to attend), cost for everyone but discounted for members, or same cost for everyone. The best way to plan for these events is to look at what some chapters have done in the past and try and talk to the chapter leader or event organizer who was involved.

Please register your event through the [OWASP Conference Management System \(OCMS\)](#), which will help OWASP track events not only hosted by OWASP but also sponsored or supported by Foundation funds. The Global Chapters Committee and Global Conferences Committee are also willing to help with your event planning.

### 8.1 Local OWASP Days

Many OWASP Chapters (or a group of chapters in the same region) have planned an OWASP Day which consists of a full day of talks about AppSec and sometimes an additional day of training, provided for little or no cost. The primary goals of OWASP Days are to educate people and raise awareness about application security, not make money.

Previous OWASP Days:

- [OWASP Day Mexico 2011](#)
- [BeNeLux OWASP Day 2010](#)



- [IBWAS10](#)
- [OWASP Tampa Day 2011](#)
- [OWASP Andalusia Day 2011](#)
- [Italy OWASP Day E-Gov 10](#)
- [OWASP Germany Day 2011](#)

## 8.2 OWASP Training Days

OWASP Training Days are full day training courses that are free for members (so non-members can attend by paying the \$50 fee to becoming members). The course aims to educate people about OWASP Projects by providing a selection of mature and enterprise ready projects together with practical examples of how to use them.

Training Materials: [https://www.owasp.org/index.php/OWASP\\_Training](https://www.owasp.org/index.php/OWASP_Training)

Material downloads: <http://code.google.com/p/owasp-training/downloads/list>

Previous Training Days:

- [London, UK - May 2010](#)
- [Dublin, Ireland - March 2011](#)
- [Athens, Greece - May 2011](#)

## 8.3 Regional Roadshows

OWASP Regional Roadshows consist of one or more speakers visiting multiple chapters in a region (touring) either as speakers for chapter meetings or to provide training. These Roadshows help Chapter Leaders bring in great international speakers as well as generate awareness in their areas around Application Security and OWASP.

Previous Roadshows:

- [Fabio Cerullo - Latam Tour 2011 \(Training\)](#)
- [OWASP EU Tour 2010](#)
- [OWASP O2 Tour 2010](#)

# Chapter 9: Growing and Promoting your Chapter

## 9.1 Setting Goals

Some of the most successful chapters have clearly defined both their short term (achievable within 1 year) and long term goals (achievable in more than 1 year), and set forth a plan to achieve those goals. Goals may include the number of meetings you want to have in a year, certain topics you hope to cover in your meetings, an OWASP Project your chapter members want to contribute to, or even a dollar amount your chapter hopes to have in their local chapter account.

## 9.2 Surveys

Surveying chapter members is a good way to learn how to improve or change your meetings to better meet their needs. While you can collect information about specific speakers and presentations at the end of each meeting (see “Collecting Feedback” above); additionally, give chapter members a chance each year to evaluate the past year and speak about expectations for the upcoming year. You can hand

out paper copies at a meeting or even email out the survey to your chapter mailing list.

[Sample Survey \(template\)](#)

[Sample Survey Results PPT Presentation](#)

## 9.3 Outreach

Network, network, network!

As a chapter leader, outreach is a great way to educate people about OWASP as well as upcoming chapter meetings, lining up speakers, and soliciting sponsors. Here are some ideas for where to start:

- Use OWASP chapter [mailing lists](#) to alert members of meetings and monthly events.
- Coordinate with other OWASP Chapters in your area - maybe you can piggyback off one of their speakers or combine for a social event.
- Talk to other security groups, developer groups (Linux, Python, PHO, Ruby, etc.), professional organizations, local CERTS, and hackerspaces in your area ([ISSA](#), [ISACA](#), [FBI/Infragard](#), [HTCIA](#), etc.). Cross-promote and/or join meetings, be a guest speaker and host guest speakers.
- Host a booth or ask for a speaker slot at local developer/security events. Do a local talk about OWASP [Projects](#) that you have been involved or are familiar with.
- Talk to local higher education institutions. Involve the university and its computer science students - you may be able to host a meeting or speak to a group of students.
- Hook up with government, industry, and academic contacts in your area to relay the invitation and generate some interest.
- Find out what companies are active in this domain in your area in order to raise their interest and support.
- Consider possible press contacts in your area - invite them to a local meeting, event, or send a press release about an upcoming speaker.
- Ask for help. A successful chapter has several leaders (there are no limits) so share the fun and the pain!

## 9.4 Recruiting List Members

It is extremely important to grow the size of the list. This is the primary source from which people learn about meetings and the larger the list, the more successful the meetings. Needless to say, list members need not be OWASP paying members.

There are three primary methods to add members to the list:

### 1. Automatically registering attendees to an event to the list

While this may seem unorthodox at first, when done correctly this is the most effective way to enlist new members. Since meeting attendees are usually interested to learn about future meetings, this usually works fine. Just:

- Enlist all meeting attendees.
- Send an email to the meeting attendees summarizing the meetings
- In this email, alongside the usual thanks and the location of the presentations, inform that you enlisted attendees to the list, that the list is mostly just for meeting announcements and that anyone is free to contact you to be removed.
  - **Promptly** remove who ever ask for it.

- Be sure to remind the attendees of the meeting that you will be adding them to the mailing list for future meeting announcements.

## **2. When you meet people in the security community, mention OWASP.**

Since OWASP is (hopefully) something you are proud of doing, it usually pops up in professional conversations. If they are interested in OWASP, especially getting involved in at the local level, offer to register the person to the list to get notifications on future meetings. Also, if you have OWASP business cards, consider having your chapter mailing list address printed on it. This will be an easy way to direct people to the right place.... just give them your card!

OWASP business cards can be requested and charged to your chapter, provided that the chapter has the necessary funds available, through the [OWASP Merchandise Request Form](#).

## **3. Meeting invites**

Even if initially sent through the list itself, meeting invites are often forwarded. Add to the invite itself, information on subscribing to the mailing list.

## **9.5 Promotional Materials**

Consider putting together a flyer about your Chapter with upcoming speakers, topics, and events, or summarizing your local sponsorship opportunities (more on “Raising Funds” below).

Download a zip file of the OWASP Logo in Illustrator and EPS format: [http://www.owasp.org/images/2/28/OWASP\\_Logo.zip](http://www.owasp.org/images/2/28/OWASP_Logo.zip)

## **9.6 Raising Funds**

There are a number of different ways in which to raise money for your chapter.

**Paid Individual Memberships** - encourage the people who participate in your local chapter and attend your meetings to become a paid OWASP member.

- Individual supporters pay \$50 per year for their membership and the fee is split 60/40 with the Foundation (40% goes to the local chapter or project account designated by the member at the time of joining).
- All paid memberships are processed through RegOnline - [http://www.regonline.com/owasp\\_membership](http://www.regonline.com/owasp_membership)
- Some regions (developing countries) of the world may qualify for a discounted membership of \$20. If you are unsure of whether this applies to your chapter or would like to request a discount code, please submit your request through <http://sl.owasp.org/contactus>.

In the past, chapters have used (paid) membership drives to promote OWASP and raise money for their chapter. One approach is to enter all new members (or renewing members) in a raffle for prizes to be selected at your next meeting.

### **Donations**

Donations from 3rd parties can be accepted via paypal. These funds are transferred to OWASP Foundation and then chapter leaders can submit receipts for reimbursement from their chapter’s account. For more information on reimbursement and your chapter account, see the section on “Handling Money”.

## **Chapter Sponsors – Local and Global**

In order to grow your chapter, it is usually necessary to obtain sponsorship to cover chapter operations. This can come from local businesses or larger companies.

Local chapters get their funding primarily from local sponsorships. Any time you hold an event or conference you can ask companies to sponsor your event. Most of this money is spent on organizing the event including venue, food etc. However, whatever money is left can be used later for other expenses. Donations received from sponsors are shared between the local chapters and the OWASP Foundation.

There are three different sponsorship options:

1. **Single Meeting Supporter** - Organizations that wish to support OWASP local chapter with donation to enable OWASP Foundation to continue the mission.

- Benefits include being recognized as a local supporter by posting the company logo on the OWASP Chapter website, and having a table at local chapter meeting to promote application security products/services etc.
- The dollar amount for this is set by each local chapter.

2. **Local Chapter Supporter** - Organizations that are not yet interested in becoming full Organizational Supporters but who have a desire to direct their support in a more regional manner may prefer to become a Chapter Supporter.

- Benefits include being recognized as a local supporter by posting the company logo on the OWASP Chapter website, and having (1) supporting member vote in elections and on issues that shape the direction of the community.
- Suggested dollar amounts are \$500 (Silver), \$1000 (Gold), and \$2000 (Platinum) per year, split 90/10 with the Foundation - 90% of the funds going directly to the local chapter.

3. **Organizational Supporter (Global)**- Organizations that wish to support OWASP with a 100% tax deductible donation to enable OWASP Foundation to continue the mission.

- Benefits include an opportunity to post a rotating banner ad on the OWASP home page for 30 days at no additional cost, being recognized as a supporter by posting the company logo on the OWASP Website, being listed as a sponsor in the OWASP newsletter that goes to over 10,000 individuals around the world on owasp mailing lists.
- Organizational Supporters have (1) supporting member vote in elections and on issues that shape the direction of the community.
- \$5000 per year, split 60/40 with the Foundation - 40% going to the local chapter designated at the time of payment.

More details on the different levels of sponsorship can be found at: <https://www.owasp.org/index.php/Membership>

## **9.7 Spawning Other Chapters**

Some activities such as conferences, media relation and involvement with legislation and regulatory bodies are nationwide by nature. Such activities should be handled collectively by all chapters in the country and should be led by one of the chapter leaders, either by mutual agreement, election, or if all else fails, appointed by the Global Chapters Committee.

## **Chapter 10: International Issues**

### **10.1 Translation**

While knowledge of English is extremely helpful in communicating with the OWASP community around the world, it is certainly not necessary. To support the spread of the OWASP mission regardless of a person's language, many chapters have worked as a team on translating OWASP Projects, Documentation, or even this Handbook.

### **10.2 Localization**

Understanding local culture and habits, and considering them when planning meetings can make a big difference in meeting attendance and the success of your chapter. For example, in some cultures it is not popular or even rude to discuss business over lunch. Thus, an OWASP meeting over lunch would not work very well. On the other hand, some areas have had great success with planning meetings during the lunch hour because it doesn't cut into people's "family" time in the evening. Talk to others in your city or region to find out what would work best for them and don't be constrained by what chapters in other regions are doing.

### **10.3 Adjusted Memberships Fees**

Some regions (developing countries) of the world may qualify for a discounted membership of \$20. If you are unsure of whether this applies to your chapter or would like to request a discount code, please submit your request through <http://sl.owasp.org/contactus>.

### **10.4 Material distribution**

Some countries or regions may have trouble accessing OWASP tools such as google docs, the OWASP wiki site, or down-loadable tools. If these access issues prevent a chapter from adhering to the mandatory chapter rules, they may ask the Global Chapters Committee for an exemption from the policy. Additionally, the OWASP foundation will work with the chapter to find a suitable alternative or workaround such as setting up local mirrors of tools or wiki.

## **Appendix**

### **OWASP Sponsored Travel Guidelines**

### **FAQ**

