



DEI Leader Network

Checklist: Starting an Employee Resource Group (ERG)

List item	Status
1. Assemble a core team	
<ul style="list-style-type: none">Identify potential founding members who are passionate about the ERG's cause. Consider recruiting members from across the organization and up and down the reporting structure.	
2. Define the purpose and objectives	
<ul style="list-style-type: none">Identify the need for the ERG. Consider conducting an assessment, interviewing stakeholders, and collecting available data to diagnose the problem you seek to solve.	
<ul style="list-style-type: none">Determine the group's goals and objectives, such as supporting diversity and inclusion, networking, professional development, or promoting external impact.	
3. Obtain leadership support	
<ul style="list-style-type: none">Present the benefits and objectives of the ERG to company leadership.	
<ul style="list-style-type: none">Request approval and support for the ERG's establishment.	
4. Develop a mission statement	
<ul style="list-style-type: none">Create a concise mission statement outlining the group's purpose and values.	
5. Assign ERG leadership responsibilities	
<ul style="list-style-type: none">Appoint individuals to key roles, such as Chair, Vice-Chair, Secretary, and Treasurer.	
6. Draft and approve a charter	
<ul style="list-style-type: none">Outline the ERG's structure, governance, and decision-making processes.	
<ul style="list-style-type: none">Define membership eligibility and criteria.	
<ul style="list-style-type: none">Ensure the ERG is inclusive and representative of all employees	
<ul style="list-style-type: none">Describe the roles and responsibilities of the ERG leadership team.	



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<ul style="list-style-type: none"> Submit charter to executive team for approval 	
7. Create a budget and resource plan	
<ul style="list-style-type: none"> Estimate the ERG's financial needs for events, activities, and operational costs. 	
<ul style="list-style-type: none"> Estimate time required for leaders to support ERG 	
<ul style="list-style-type: none"> Identify potential sources of funding, such as sponsorships or company support. 	
8. Develop a communication strategy	
<ul style="list-style-type: none"> Determine the best methods for promoting the ERG and its activities to employees. 	
<ul style="list-style-type: none"> Create a plan for regular communication with members and stakeholders, such as newsletters or social media updates. 	
<ul style="list-style-type: none"> Develop a regular ERG performance report to senior management 	
9. Establish key performance indicators (KPIs)	
<ul style="list-style-type: none"> Identify measurable goals and objectives to track the ERG's progress and success. 	
<ul style="list-style-type: none"> Regularly review and adjust KPIs to ensure the ERG stays on track. 	
10. Plan and organize launch event	
<ul style="list-style-type: none"> Choose a suitable date, time, and location for the ERG launch event. 	
<ul style="list-style-type: none"> Invite potential members, company leadership, and other stakeholders. 	
<ul style="list-style-type: none"> Prepare an engaging agenda, including presentations, workshops, or panel discussions. 	
11. Build alliances and partnerships	
<ul style="list-style-type: none"> Identify other ERGs, organizations, or community groups to collaborate with. 	



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<ul style="list-style-type: none"> Establish mutually beneficial relationships to support shared goals and objectives. 	
12. Implement a member recruitment strategy	
<ul style="list-style-type: none"> Develop materials and messaging to attract potential members. Host informational sessions or open houses to showcase the ERG's purpose and activities. 	
13. Schedule regular meetings and events	
<ul style="list-style-type: none"> Organize regular meetings for members to discuss progress, share updates, and plan future initiatives. Plan engaging events and activities that align with the ERG's goals and objectives. 	
14. Monitor progress and assess impact	
<ul style="list-style-type: none"> Regularly review KPIs and member feedback to evaluate the ERG's effectiveness. Adjust strategies and objectives as needed to ensure continued success and growth. Address resistance or skepticism from leadership or other employees Manage conflicts or disagreements within the ERG 	

Need help starting an employee resource group?
 Want us to speak to your leadership team?

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