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About ASUG Chapters

An ASUG Chapter represents a local group of ASUG Members who come together to connect, learn, and grow. Chapters host in-person events throughout the year that emphasize networking, peer learning, and real-world SAP experiences.

ASUG Chapter Volunteers play a key role in supporting these experiences by helping shape engaging ASUG Chapter Meetings that connect Members, highlight customer stories, and reinforce ASUG's mission to help organizations maximize their SAP investments.

A successful ASUG Chapter Volunteer ensures that all efforts deliver value to Members while aligning with ASUG's strategy and contributing to the organization's evolution toward ASUG's 2026 strategic priorities.

About ASUG Chapter Volunteers

ASUG Chapter Volunteers are the voice of the user. As an extension of our team, they act as ambassadors of ASUG—with a clear understanding of our mission, products, and brand promise. Those interested in serving as ASUG Chapter Volunteers should demonstrate a vested interest in the organization and a commitment to our values.

ASUG Chapter Volunteers work closely with the ASUG team, fellow ASUG Volunteers, and SAP Points of Contact to deliver value to ASUG Members through ASUG Chapter Meetings that align with ASUG's overall strategy and vision, ensuring that all efforts support the member experience and reflect ASUG's brand standards.

A successful ASUG Chapter Volunteer ensures alignment with ASUG's annual and long-term strategies while representing their local area with integrity and enthusiasm. Volunteers should be active ASUG Members in good standing and live within their Chapter's designated area to best support local engagement.

Collaboration with ASUG Staff

Each ASUG Chapter is supported by dedicated ASUG staff who serve as the liaison between ASUG HQ and the local volunteer team. ASUG staff and ASUG Chapter Volunteers work in partnership to ensure that every ASUG Chapter Meeting reflects ASUG's standards, strategy, and focus on member value.

While ASUG Chapter Volunteers contribute ideas, connections, and local insights, ASUG staff hold the final decision-making authority to ensure all activities align with ASUG's mission, values, and evolving strategy toward 2026.

ASUG Chapter Volunteers Role and Expectations

ASUG Chapter Volunteers contribute to delivering ASUG Chapter Meetings that provide value to ASUG Members by helping to curate relevant content, identify speakers and thought leaders, and promote events within their networks. They also provide recommendations for local venues, support day-of coordination, and adhere to the ASUG Chapter budget and related processes to ensure successful and compliant event execution.

In addition, ASUG Chapter Volunteers follow ASUG best practices, policies, and procedures; participate in planning activities and ASUG Chapter calls; and contribute ideas and connections that support successful events. They represent ASUG positively and professionally when engaging with Members, sponsors, and partners;



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promote ASUG Chapter Meetings and other ASUG programs within their professional networks; and communicate openly with ASUG staff regarding any challenges or bandwidth constraints.

ASUG Chapter Volunteers are expected to demonstrate respect, collaboration, and inclusivity when engaging with other Volunteers and ASUG staff, and to adhere to ASUG policies and best practices to ensure that all Chapter initiatives support the broader ASUG mission and deliver exceptional member experiences.

ASUG Chapter Volunteer Benefits

ASUG Chapter Volunteers who have actively served for 90 days or more and are deemed in good standing by ASUG leadership may qualify for benefits, including:

- ASUG-branded merchandise
- ASUG Conference and Event passes or discounts on passes
- Leadership development opportunities
- And more

**Benefits are based on availability and subject to change. ASUG Chapter Volunteers in good standing are active ASUG Members who adhere to all ASUG policies and procedures and maintain an active, collaborative presence within their Chapter.*