



Bringing Our Chapters from “Good to Great”

Sheraton College Park Hotel, Severn Room

August 24, 2007

The road from GOOD to GREAT; Suggested “Avenues”

1. Silver Seal Certificate: The Basics
2. Chapter Management: Making it Easy
3. Local meetings and events: Member Benefit
4. Communications: Sustaining your Members
5. Legislative Efforts: Educating Legislators
6. Media Relations: Let Them Know You Are Here
7. Membership Activities and Growth: Your Lifeline
8. Awards: Recognition is Key
9. Public Service Projects: Different Things for Different People
10. Going to National and Regional Meetings: Lighting the Fire

1. Silver Seal Certificate – The Basics

- a. Criteria
- b. Recognition

2. Chapter Management – Making it Easy

- a. Building a full board now and for the future
- b. Let's talk bylaws
- c. Having a PAC and sustaining it
- d. Hiring and working with a lobbyist
- e. Ideas for a GREAT program schedule
- f. Successful Strategic Plan
- g. The point of a budget
- h. Membership = Strength
- i. D&O is for you

3. Local Meetings & Events – It's about Benefit

- a. Where do I go for Ideas?
- b. CE's, Vendor show, Legislative, New Member orientation, etc
- c. Meeting Sponsors
- d. National Resources for programs

4. Communications – Talk to the Members

- a. Schedule of events
- b. Newsletters, Websites and email blasts
- c. Member needs survey

5. Legislative Efforts – Educating Legislators

- a. What is a legislative management team (LMT)?
- b. The value in a "State Day on the Hill"
- c. Soliciting for HUPAC and the State PAC

6. Media Relations Efforts – Let Them Know You are Here

- a. Needs a Plan
- b. Needs a Committee
- c. Resources from National
- d. Hire a professional?

7. Membership and Growth – Your Lifeline

- a. Establishing a reasonable goal
- b. How to do it: recruit & retain

8. Awards – Recognition is Key

- a. Individual awards
- b. State and Local Awards
- c. A Blueprint for the Big One - Why?

9. Public Service – Different Things to Different Persons

- a. What ideas have worked?
- b. What was gained?

10. Light the Fire

- a. Capital Conference
- b. National Conference
- c. Regional Conference

Event Sponsor

