

Chapter Leader Town Hall June 5th, 2023 Handout

FAQs about our Chapter Specialist Support Teams

Chapter Specialist Support Teams were created to provide direct support in key areas, generating solutions and sharing resources as needed. This will help chapters of all sizes work more productively and will support member recruitment and retention. They will serve as subject knowledge experts in specific areas of support assisted by standing AGO committees.

What areas of support will the teams focus on?

Marketing and Communications (working with the AGO's Marketing Committee)

- Assistance with newsletter design and distribution
- How to create a marketing campaign
- How to use social media to increase membership, build community, and promote upcoming events
- Using effective PR strategies to identify and engage local radio, television, and newspaper contacts

• **Technology** (working with the AGO's Technology Committee)

- o Provide guidance regarding website design and development
- How to create a Facebook page for your chapter
- o Provide tech support for using Zoom, Google Meet, and other collaborative platforms
- Provide information about *TechSoup* for nonprofits
- How to livestream using Facebook Live and YouTube

Programming (working with Regional Councillors, committees and staff)

- O Provide suggestions for virtual and in-person programming that encompasses recitals, workshops, and special events that encourage diversity in programming
- o Ideas for program collaborations with other chapters
- Help identify opportunities for collaboration with other arts organizations or charities

Education and Certification (working with the Committee for Professional Certification)

- o Educating those who are considering taking one of the AGO certification exams
- Serving as a resource for those who are studying for a specific certification.
- Helping chapters initiate a certification exam study program
- Helping chapters initiate the Achievement Awards program

Membership (working with COMDACS and the AGO's membership team)

o New member onboarding: engaging new members during their first year of membership and assimilating them into the life of your chapter

- o Recruitment: finding prospective members
- o Engagement:
 - strategies for recognizing members
 - creating micro-volunteer opportunities

Chapter Leadership: The Responsibilities and Dynamics of Serving as an Officer

(working with Regional Councillors and the AGO's Chief Membership Officer)

- o using *The Board Team Handbook*
 - how to work well as a team
 - how to conduct effective board meetings
 - how to deal with conflict

how to create a leadership pipeline

Strategic planning

CMO Elizabeth George will assist with training volunteers to serve as facilitators

<u>Financial Operations and Development</u> (working with John Dixon and the Committee on Finance and Development)

o Support in developing policies regarding financial procedures that provide clarity on how the finances will be managed, such as the need for both the dean and treasurer's signatures to be included on a bank card, that both must have access to online banking, determining the maximum amount of money that can be used without board approval, etc.

- O How to find donors
- O How to ask for money

Will the teams serve different regions?

Team members will not be tied to a specific district or region, but will exist as a resource for *all* chapters, based on a chapter's specific needs.

How many members are on each team?

Each team has 6 members + those serving on the corresponding national committee.

When will the chapter specialist support teams begin and how will we contact them?

The initiative will begin on September 1st. A web page will be created that will provide a description of each support team's area of help and will include a submission form for chapter officers to request assistance. Elizabeth George will send the request to the team most suited to help.

Please do not hesitate to contact Elizabeth George, <u>elizabeth.george@agohq.org</u> or Phylicia Ross, <u>phylicia.ross@agohq.org</u> at AGO headquarters, should you need support regarding any chapter issues you are facing, or have membership questions.

We anticipate that our new website will be up and running in conjunction with the migration to our new database in mid-September.

Due to the ongoing challenges HQ is having with mail being returned to sender, <u>please encourage your members to renew their membership by credit card</u>. They can call our headquarters at 212-870-2310 and our membership will help them renew over the phone.

**Please remember to update your officer rosters by June 30th. Instructions can be found here.