23 October Webinar Resources for Chapter Deans and Chapter Leadership

Suggestions from Sue Mitchell-Wallace, Southeast Regional Councillor

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| QUESTIONS / CHALLENGES | SOURCE FOR ASSISTANCE OR SUGGESTIONS |
| Challenges from Covid when we have several high risk members | 1. Personal phone calls
2. Personal letters, notes
3. For those without internet, make CD’s or programs
4. Print newsletters and send by mail
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| Dealing with dues, membership, learning new technology systems | [August Membership Dashboard](https://www.agohq.org/wp-content/uploads/2020/09/August-Membership-Dashboard.xlsx)[July 2020 Membership Dashboard](https://www.agohq.org/wp-content/uploads/2020/09/July-2020-Membership-Dashboard.xlsx)Board Management and Governance[Updating the Officer Roster](https://www.agohq.org/wp-content/uploads/2020/07/Updating20the20Officer20Roster202.pdf)[Responsibilities of Serving as Dean](https://www.agohq.org/wp-content/uploads/2019/09/Reponsibilities-Serving-as-Dean.docx)[Building a Leadership Pipeline](https://www.agohq.org/wp-content/uploads/2020/08/Building-a-Leadership-Pipeline.docx)[Chapter Election and Voting Procedures](https://www.agohq.org/wp-content/uploads/2020/04/Chapter-Election-and-Voting-Procedures-revised.docx)[The Value and Benefits of Serving as a Chapter Leader](https://www.agohq.org/wp-content/uploads/2019/09/The-Value-and-Benefits-of-Serving-as-a-Chapter-Leader.docx)[Sample Board Meeting Consent Agenda](https://www.agohq.org/wp-content/uploads/2019/09/Sample-Board-Meeting-Consent-Agenda.docx)[Strategic Plan Template](https://www.agohq.org/wp-content/uploads/2019/09/Strategic-Plan-Template.docx)[Strategic Planning Exercise](https://www.agohq.org/wp-content/uploads/2020/08/Strategic-Planning-Exercise.docx)[Chapter Policies for San Diego AGO – approved May 2018](https://www.agohq.org/wp-content/uploads/2019/09/Chapter-Policies-for-San-Diego-AGO-approved-May-2018.pdf)[San Diego AGO chapter Operating Procedures Adopted 1-16-18](https://www.agohq.org/wp-content/uploads/2019/09/San-Diego-AGO-chapter-Operating-Procedures-Adopted-1-16-18.pdf)Membership: Recognize, Recruit, Renew |
| AGO National Headquarters website is difficult to navigate | 1. Future technology Webinars
2. Joshua Freeman, new Director of Technology for AGO
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| Keeping current chapter members engaged | 1. Newsletter

information.[Suggestions for Growing and Strengthening Your Chapter](https://www.agohq.org/wp-content/uploads/2020/01/Suggestions-for-Growing-Your-Chapter.pdf)[AGO SAN DIEGO IN-SPIRE](https://www.agohq.org/wp-content/uploads/2020/08/AGO-SAN-DIEGO-IN-SPIRE.pdf)[Follow up Email to Prospective Member](https://www.agohq.org/wp-content/uploads/2020/08/Follow-up-Email-to-Prospective-Member.doc)[Sample Postcard\_Letter\_Email Prospect Follow up](https://www.agohq.org/wp-content/uploads/2020/08/Sample-Postcard_Letter_Email-Prospect-Follow-up.docx)[Sample Letter to Clergy](https://www.agohq.org/wp-content/uploads/2020/08/Sample-Letter-to-Clergy.docx) |
| Maintaining officer accountability | [Building a Leadership Pipeline](https://www.agohq.org/wp-content/uploads/2020/08/Building-a-Leadership-Pipeline.docx)[Strategic Plan Template](https://www.agohq.org/wp-content/uploads/2019/09/Strategic-Plan-Template.docx)[Strategic Planning Exercise](https://www.agohq.org/wp-content/uploads/2020/08/Strategic-Planning-Exercise.docx) |
| Apathy of Officers | [Suggestions for Growing and Strengthening Your Chapter](https://www.agohq.org/wp-content/uploads/2020/01/Suggestions-for-Growing-Your-Chapter.pdf)[Creating a Spectrum of Events that Teach, Reach and Spark Innovation](https://www.agohq.org/wp-content/uploads/2020/08/Creating-a-Spectrum-of-Events-that-Teach-Reach-and-Spark-Innovation.docx)Chapter Leadership Newsletters[The Value and Benefits of Serving as a Chapter Leader](https://www.agohq.org/wp-content/uploads/2019/09/The-Value-and-Benefits-of-Serving-as-a-Chapter-Leader.docx) |
| “We’ve always done it this way” | [Strategic Plan Template](https://www.agohq.org/wp-content/uploads/2019/09/Strategic-Plan-Template.docx)[Strategic Planning Exercise](https://www.agohq.org/wp-content/uploads/2020/08/Strategic-Planning-Exercise.docx)[Program Budget Worksheet](https://www.agohq.org/wp-content/uploads/2019/09/Program-Budget-Worksheet.docx)[Program Evaluation Survey](https://www.agohq.org/wp-content/uploads/2019/09/Program-Evaluation-Survey.docx)[Creating a Spectrum of Events that Teach, Reach and Spark Innovation](https://www.agohq.org/wp-content/uploads/2020/08/Creating-a-Spectrum-of-Events-that-Teach-Reach-and-Spark-Innovation.docx)[Programming Resources and Guidelines](https://www.agohq.org/wp-content/uploads/2019/09/Programming-Resources-and-Guidelines.docx)[2019-2020 Tulsa Chapter Program Flyer (2)](https://www.agohq.org/wp-content/uploads/2019/09/2019-2020-Tulsa-Chapter-Program-Flyer-2.pdf)[Chapter Programming Ideas](https://www.agohq.org/wp-content/uploads/2019/10/Compilation-of-Chapter-Programming-Ideas.pdf)How to Target Audiences in Facebook[Core Audiences](https://www.facebookblueprint.com/student/activity/168440)[Custom Audiences](https://www.facebookblueprint.com/student/activity/170307)[Lookalike Audiences](https://www.facebookblueprint.com/student/activity/170308)[How to Place Facebook Pixels](https://www.facebook.com/business/help/952192354843755)[How to Run Ads in Facebook’s Ads Manager](https://www.agohq.org/wp-content/uploads/2019/09/Responsibilities-of-the-Treasurer.docx) |
| Ideas for Creative Programs/safe ways to gather | Chapter Leaadership News, April 2020 – October 2020 |
| Small chapter leadership challenges | 1. Increase membership to organ enthusiasts, piano teachers, clergy
2. Build a leadership pipeline
3. Have student initiatives: scholarship auditions, discounted organ lessons, performing opportunities, POE scholarships
4. Recruitment[Membership Flyer for Chapter Use](https://www.agohq.org/wp-content/uploads/2020/07/AGO-Interactive-Flyer-for-Chapter-Use.pdf) \*\*Please download and save, in order to insert your chapter information.[Suggestions for Growing and Strengthening Your Chapter](https://www.agohq.org/wp-content/uploads/2020/01/Suggestions-for-Growing-Your-Chapter.pdf)[AGO SAN DIEGO IN-SPIRE](https://www.agohq.org/wp-content/uploads/2020/08/AGO-SAN-DIEGO-IN-SPIRE.pdf)[Follow up Email to Prospective Member](https://www.agohq.org/wp-content/uploads/2020/08/Follow-up-Email-to-Prospective-Member.doc)[Sample Postcard\_Letter\_Email Prospect Follow up](https://www.agohq.org/wp-content/uploads/2020/08/Sample-Postcard_Letter_Email-Prospect-Follow-up.docx)[Sample Letter to Clergy](https://www.agohq.org/wp-content/uploads/2020/08/Sample-Letter-to-Clergy.docx)
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| Aging membership in technology-driven world | 1. Nothing can replace personal contact, one-on-one.
2. Use technology to bring members together, socially. Share meals, “attend concerts together, via watch party”
3. Create a system where younger tech-savvy members can mentor/ companion an older, less tech-savvy members
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