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 |
| 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 |
| 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) |
| 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 |