

Best of the 2006 Assembly of Delegates

Delegates' Choice for the most practical information or advice they received at last year's Assembly.

Communications
Each Council should make sure their web-page is linked to the national site.
Provide meeting evaluations and programming updates on council web site.
Programming
Hold a special track at the one day conference specifically for Chief Financial Officers.
Explore opportunities to partner with other membership groups to recognize planned giving donors with special awards.
Do more programming, not less—brown bag luncheons, networking opportunities, and social events to keep top-of-mind awareness among council members.
Coordinate programs with other councils within a one/two hour radius of our central meeting city.
To have a good conference, stay at the same hotel each year.
Use a task force to engage members on a clearly defined task. This requires less of a commitment than joining a committee, but provides a way to increase membership involvement.
Since the membership of any council is diverse in terms of professional experience, longevity in the council and interest, it is important to find multiple ways to create "value" and keep it "fresh" -- including a combination of program, training, resource, social, and networking opportunities.
Plan meetings/programs with two speakers to appeal to both the nonprofit and for-profit membership base.
Have a social gathering for all members, or implement a socializing/networking time at each meeting.
LEAVE A LEGACY® events/programs should be inexpensive, sustainable over the long term and egalitarian.
Programming drives membership.
Ask the local community foundation to sponsor programs, or to be a sponsor of the council.

Two most important questions for evaluating any council program: (1) What did you find most valuable about your attendance here today? (2) What could we do to make this more valuable for you next year?

Recruiting New Members

Each board member should be asked to bring a specific number of guests to meetings and/or recruit a specific number of new members so that there is active expectation and responsibility on behalf of the Board to recruit.

Offer an incentive for recruiting new members—zoo passes, or theater tickets.

Hold a cocktail reception to announce a new web site, and this in turn helped to bring in new members.

Go through your own estate documents to gather a list of professionals for possible membership opportunities. More than likely these estate planners are not involved with NCPG.

At each meeting have a flyer promoting your next program...on the other side list the benefits of membership.

Assign board members to new members and guests at events; follow up with phone calls and other personal touches.

Offer various ongoing programs for new member recruitment and networking.

Ask scholarship recipients to commit to joining council the following year.

At each meeting, remind members about 1 or 2 benefits of membership.

E-mail highlights of a program to members, after the program [underscores value of programs].