

LEADERSHIP WORKSHOP 1/5/08 TIPS, HOW-TO'S, AND IDEAS

WEB-SITE RESOURCES

(forms, membership tips, rules, calendar of events, speakers, sample forms, and more)

www.cfrw.org

user name: cfrw

password: ULC2hK (it is case sensitive)

www.nfrw.org

user name: federation

password: 1938nfrw

www.cfrwnortherndivision.net

user name: nodiv

password: leaders

TREASURY ISSUES

- “Auditors” in the RWF are now to be known as “Financial Review Officers (FRO’s)
- EIN #'s – make sure your club has one
- Treasurer’s report to membership should include bank balance and major expenditures
- Keep records for 8 years

LEADERSHIP GUIDES

- Leadership Guides - All presidents of clubs receive one. If you did not get one, let us know.
- Leadership Guides – contain many “answers” you need. Your Regional Director also has answers.

PURPOSE OF FEDERATION

- Education of our members; yes, we help elect Republicans, but primary purpose is education and advocacy

CONFERENCES AND CONVENTIONS

- Learning opportunity, great speakers, Republican fellowship, training
- Consider omitting your own club meeting that month to encourage attendance
- Grow future club leaders

MINUTES/SECRETARY

- Record of proceedings
- Keep forever
- Note type of meeting, date, place
- Include basic financial data
- Include motions (no seconds necessary) – don’t be afraid to ask for them to be repeated
- No gossip or discussion
- Read minutes clearly but quickly
- Keep club by-laws and roster handy
- Include “to do” reminders, due dates, deadlines, dates of meetings, conferences, events
- Include thank you’s
- Do promptly

MINUTES/SECRETARY continued

- Include pledge and invocations
- Do email or phone reminders of upcoming meetings and events

MEMBERSHIP

- Self-addressed return envelope for dues included in newsletter
- Call members who have not attended a meeting in awhile
- \$13 per capita dues effective January 2008
- Do not report “Associate” members on per capita
- Brochures and applications at all meetings and events and in your car
- Membership contest with a free lunch or other prize to member(s) who bring in most members over the year or a certain period
- Tell prospective and new members they are part of the larger organizations of the California Federation and National Federation of Republican Women, largest female volunteer organization in the country
- Gift certificates – make up certificates for purchase by members to give to their daughters, granddaughters, neighbors, friends who don’t “get around” to joining to get those people in there and see what we do
- Letters to existing members thanking them for their continued support
- Letters to new members
- Letters to prospective members with newsletter/brochure
- Rotate meeting times occasionally—cocktail party, wine tasting, evening, lunch, Saturday breakfast, weekend events
- Call or write non-renewing members to find out why they are leaving
- Business cards (www.vista.com for only shipping costs) or via laser printer with your basic meeting info (Ex: “meet the third Wednesday of month, Oakhurst Country Club, www.yvrwf.org and/or a phone # or email contact)
- Early bird renewal special
- If renew by December 31, you don’t pay the increase in dues (if your club increasing dues)
- Use Voter Registrar lists (public information) or Voter Vault to find local Republicans and call with a very simply script saying we just want to let you know we’re here and a contact phone or web-site.

Roseann Slonsky-Beault, 3rd VP, has additional resources if you need them (roseannsb@earthlink.net)

PER CAPITA

- \$13 per capita dues effective January 2008
- Do not report “Associate” members on per capita
- Send to: Ruth Van Bommel, 760 Scottsdale Drive, Vacaville CA 95687 (707) 448-8905
ruthvanb@yahoo.com
- Also, send Ruth a copy of your “Gold Sheet” recently filled out by all clubs
- January through October
- Due 15th of the month; if received later, held until the next month

NEWSLETTERS

- Marketing tool
- Send to more than just your members
- Graphics not required but highlight and draw the eye
- White space helpful if cannot use graphics
- Stickers if cannot do graphics

NEWSLETTERS continued

- Send via email instead of U.S. mail if member prefers (ask FIRST!)
- Send to local Republican politicians

SPEAKERS

- CFRW and Northern Division web-sites have speakers lists (see web-site info at beginning of this document)
- Speakers: CRP leadership, women legislators, candidates, authors, local personalities, radio and newspaper personalities
- Introductions should be brief (they want to hear the speaker, not you)
- Announce the speaker's name at the END of your introduction
- Speakers must be Republicans
- Mileage and meal (and possibly honorarium to some speakers)
- 40 cents a mile for Northern Division officers who speak, plus meal
- Share speaker info with your PR person for publicity/calendar item in local papers

LEADERSHIP SKILLS: Three S's (by Assemblywoman Lynne Leach):

- **STAND TALL** (literally)
- **SPEAK UP**
- **SHUT UP** (listen)
- Be proud
- Body language – 30% of communication is verbal; 70% non-verbal
- Podiums, tables and “space” itself are barricades to your audience
- Thank you's – be generous with them
- Pass/share the credit – you get a lot done if you don't care who gets the credit
- Ask a person to take on a leadership role even if you think or others have said that person will say no. Ask someone directly (not through an intermediary).
- Regional meetings of presidents (a conference call could serve this purpose in large geographic areas) are needed for success. Support each other's meetings, fund raisers, and events. Recommend speakers to one other.

2nd VP Karen Kenndy has good information sheets, including “Club Presidents are More than a Figure Head.” Contact Karen for this sheet or other information/support, difficulties with club problems. Karen is the VP who conducts Regional Directors meetings where information should be passed on to presidents (momakek@rcn.com)

LETTERS TO EDITOR

- Myth that they do not get published
- Follow newspaper guidelines
- Include your name and contact info for verification purposes
- Never use attachments (inbed your letter in an email if doing electronically)
- Myth that people don't read letters to editor—one of most read sections of newspaper
- The issue that makes your blood boil is the one to write on
- Use facts, not emotion

ACHIEVEMENT AWARDS

- Revised guidelines expected spring of 2008
- Review your form and plan your club's business and events accordingly
- Next period will run: June 1, 2008-Dec 1, 2009 (due June 1, 2009 with rest on honor system)

PUBLIC RELATIONS

It's your "image"

PLEASE EMAIL CAMILLE GIGLIO, PR CHAIRMAN (HUMILLY@SBCGLOBAL.NET) WITH YORU CLUB'S PR CHAIRMAN'S NAME

VOTER REGISTRATION

- Stand 30 feet away from the business's doorway or they can ask you to leave
- DTS's (decline to state) or Independents MUST register Republican to vote in a Republican primary (Democrats allow anyone to vote)
- Make eye contact or smile, but do not harass

SPRING 2008 NORTHERN DIVISION CONFERENCE

April 5-6, 2008

Jackson Rancheria Hotel and Conference Center

Jackson, CA

\$99 a night (800 822 9466, Option 3), heated pool, casino

INVOCATIONS

Include: honor/praise to God; include country, troops, prayer for country's leaders, leaders of Federation, and conclude that all we do is to honor God

AMERICANISM/PLEDGE

- Flag should be to the right side of the podium
- Pledge is after the invocation
- "Please rise for the *renewal* of the pledge TO THE UNITED STATES OF AMERICA"

LEGISLATIVE UPDATES/PRESIDENT MESSAGES

- Weekly from CFRW (including CFRW president's message), sign up at advocate@cfw.org
- Weekly from NFRW (including NFRW president's message/other info), sign up at mail@nfrw.org and say you want the weekly updates
- Periodically from Northern Division President or Legislative Chairman, Edelweiss Geary. Send your email and that of your legislative chairman to esgeary@sbcglobal.net