

Chapter leaders and members are encouraged to engage in conversations about the health and vitality of the chapter – assessing areas where growth and development may be needed. Consider the status of your chapter in regard to the following “vital signs” as a **self-assessment** survey. For any vital sign not considered an area of strength, click on it to link to recommended resources and strategies for improvement.

Vital Signs:

- [Dues are paid on time.](#)
- [20% membership growth over 5 years is evidenced \(approximately 4% per year\).](#)
- [Reports are submitted on time.](#)
- [Officers/related personnel attend state organization training meetings.](#)
- [Members, other than president, attend state organization meetings/convention.](#)
- [Communication with state organization leaders is open and interactive.](#)
- [Officer lists are timely submitted to state organization personnel with position filled/contact information provided.](#)
- [Plan for strengthening chapter is in place \(Biennial Goals, Strategic Plan, Leadership Succession Plan, etc.\).](#)
- [Leadership positions are easily filled.](#)
- [Members participate and engage in chapter activities.](#)

For additional ideas and strategies to assist your chapter with specific areas of concern, call membership services at 512.478.5748 or visit [dkg.org - resources](http://dkg.org-resources) (Member login required).

Tips for Chapter Dues Collection

Materials from Society Headquarters for chapter treasurers will be sent during the months of August and/or September. Membership chairs and presidents are encouraged to work with treasurers to contact members to remind them that dues are due by October 31.

Considerations for members who have not paid dues by the deadline:

- Suggest a payment plan beginning with installments in May and finish the payment by the October deadline
- Contact any member who has not attended meetings to verify membership status and give a friendly reminder of dues date. Note: Even after the collection deadline, dues may be forwarded through the state organization treasurers to international.

For more ideas, see the **Guidelines for Chapter Treasurers** at dkg.org-Guidelines (member login required).

Planning for Chapter Growth and increased Sustainability

Chapter growth is the combined result of retaining current members and initiating new members.

- Membership Recruitment – The Membership Recruitment Plan provides a professional and effective method to identify potential members, obtain chapter approval for candidates and orient them to membership in DKG. Samples of prospect cards, invitation letters, the Orientation presentation and sample initiation ceremonies are all available under the Tools tab, Chapter Tools at dkg.org-Tools (member login required).
- Member Retention – Assign new members (whether newly initiated, transferred or reinstated) a mentor or “buddy” to provide support during the transition into chapter membership. The mentor can remind them of meetings, offer rides, introduce to other members, sit with them at meetings, etc.
- Member Engagement – Survey members regularly to find out their needs, interests and concerns. Survey responses can be helpful in planning relevant programs and projects that keep members engaged. Retention of new members is often affected by the level of their engagement.

For more details, see *Strategies for a Positive Chapter Environment* at dkg.org-Chapter Strengthening (member login required).

Relaying pertinent information to headquarters

Providing information and statistics to headquarters enables that staff to promote activities that are effective and to share chapter successes.

- Prepare a calendar of dates reports are due
- Establish a chapter due date at least two weeks prior to international due date
- Engage chapter members in assembling data/information requested so they are fully informed
- Strengthen member involvement through assembling committees to assist with report completion

Find helpful forms for submitting information to Society Headquarters under the **Forms** tab at dkg.org-forms (member login required). To contact Society Headquarters, visit the [Contact Us](#) tab.

Planning for officer training and involvement

Providing training for officers is a key ingredient to the success of a chapter.

- Organize a session for officers that provides for training and preparation for position
- Include team building and bonding activities as a component of training
- Listen to concerns and questions of participants

Tips for Communication

Communicating and sharing of information within the Chapter is instrumental in maintaining member interest and involvement. Communication can also be a key ingredient to helping make members feel included.

- Survey members to find out communication preferences such as phone call, text, email, **social media**, etc.
- Find an effective way to let members know details about chapter events and activities.
- Post a shared calendar on state and chapter websites on which all meetings for the year can be found
- Determine an efficient way to keep members connected during busy times.
- Share information and resources you find on the international and state organization website with members.

For more details, see ***Strategies for a Positive Chapter Environment*** at dkg.org-Chapter Strengthening (member login required).

Reporting of Officer List

Submitting the list of new chapter officers in a timely manner is key to notification of training opportunities for these officers at regional and state meetings.

- Document date this information is due.
- Schedule elections well in advance of the due date.
- Share reporting form with officers for confirmation of contact information.

A form for reporting chapter officers is available in the spring of even numbered years and should be returned to both the state organization and Society Headquarters.

Engaging Members Beyond the Chapter

Engagement in the Digital DKG enables members to be knowledgeable about the most current of information and activities from international, state and chapter.

- Subscribe to state organization and international email newsletters and blogs.
- Log into the DKG website and create a profile (check the box under “My Account” to allow emails and to be listed in the members-only online directory).
- Keep an eye on your state organization website.
- Consider chapter meetings at which members can learn to log in to the DKG Website and explore the state organization website.
- Increasing State Organization and International Involvement helps the member understand the scope and benefits of being a DKG member which in turn creates more commitment.
- Encourage members to attend state organization, regional and international meetings/conferences/conventions.
- Assist members financially, if budget permits, by offering partial funding.
- Organize carpooling and room sharing at events.

For more details, see ***Strategies for a Positive Chapter Environment*** at [dkg.org-Chapter Strengthening](http://dkg.org-Chapter-Strengthening) (member login required).

Strengthening the Chapter

Planning for the future is important to the sustainability of the chapter.

- Discuss goals for strengthening the chapter and growing membership as an agenda item at a chapter meeting
- Involve all chapter members in the final stages of developing an action plan
- Encourage members to “lead” discussions on goal building and action plan development as an example of growing leaders for the chapter

Leadership Development

Encouragement of members to attend DKG Leadership Development Seminars or other leadership growth opportunities which empower them to become stronger leaders will ultimately strengthen chapter leadership.

- Design a leadership development/growth opportunity if your state does not offer one.
- Acquire information from those states that do have a formalized seminar to help implement a leadership seminar for members
- Encourage members to apply for the international leadership seminar

Developing a plan for succession provides encouragement and support for those taking leadership roles (new leaders).

- Conduct an officer training session for new chapter leaders assuming new roles
- Encourage attendance of state organization officer training sessions (if provided)
- Establish a succession opportunity with outgoing and incoming chapter officers

For more details, see ***Strategies for a Positive Chapter Environment*** at [dkg.org-Chapter Strengthening](http://dkg.org-Chapter-Strengthening) (member login required).

Engaging members personally and professionally

Engaged members understand the benefits of Society membership and eagerly share that with others.

- Survey members to learn their interests
- Assign tasks based on interest
- Pair members for accomplishing certain tasks
- Give every member (if possible) something to do at each meeting...no matter how small
- Plan an activity for every meeting (no matter how brief) that will involve everyone
- Provide opportunities/activities for members to grow personally and professionally

Program and project ideas are available with member login under the [Programs/Projects tab](#) at dkg.org.