



**2020–2021  
Achievements in Chapter  
Excellence (ACE) Awards  
Support**

**Effective Practices to Try!**

**Supplemental Document to  
Guide Chapter Reporting**

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## AGA's Mission

AGA is a professional association advancing accountability, transparency and leadership by promoting education, certification, innovation and collaboration across all levels of government and to stakeholders.

## Program Objectives

The objective of the Achievements in Chapter Excellence (ACE) Awards is to support, encourage and promote AGA's mission, and to provide flexible guidelines to help the development of a well-rounded chapter. The National Council of Chapters (NCC) and AGA National Office want to recognize chapters for the accomplishments that they achieve in a framework that promotes innovation while also supporting chapters that require additional assistance. Therefore, the program focuses on core items that must be completed for a chapter to maintain baseline operations, and rewards varying levels of achievement. The document that you are currently reading is a supplement to the program, providing ideas and effective practices from fellow chapter leaders on methods to try to achieve goals for the year. To add ideas to this list, please email [chapters@agacgfm.org](mailto:chapters@agacgfm.org).

## Program Year

The ACE year begins on June 1 and concludes on May 31. This is different from AGA's program year, which begins July 1 and ends on June 30. The difference provides for continuity between chapter officers, that is the incoming officers have a vested interest in the outgoing officers' accomplishments for the program year, and the determination/preparation of the awards presented at the National PDT (annually held in July).

## Chapter Participation

Each chapter is strongly encouraged to participate in ACE. We recommend the chapter president-elect, in conjunction with the NCC representative, prepare the reports under the direction and oversight of the chapter president. This allows the chapter president-elect to become familiar with chapter activities *before* taking office.

In addition, we recommend sharing ideas and asking questions of fellow chapter officers. Communication among AGA's volunteer leaders promotes a stronger, connected organization. Responding to requests for comments or information ensures that the National Office can provide aid as needed to chapters and involve the right volunteer team members as needed.

## Pulse Checks & Documentation

Progress is noted by emailing the updated Excel template to [chapters@agacgfm.org](mailto:chapters@agacgfm.org), along with a brief report of any issues or successes from the reporting period. Please note that points are claimed once annually (example: if four members earn the CGFM designation, the bonus points are claimed once).

Pulse Check Due:	Pulse Check Covers:
November 30	June through November
February 28	December through February
May 31 (final report)	March through May

## Chapter Goals

The chapter president and chapter president-elect should set the chapter's goals. As the strategic conduit between the chapter and national-level organizations, the NCC representative is responsible for reporting. Each chapter's goals should be submitted as soon as possible, but no later than September 1.

## Tiers of Achievement

Each objective of the ACE Awards can be achieved in one of three tiers. Points are earned at the level of the tier of accomplishment. For example, if the chapter exceeds their membership retention goal, they receive 500 points for achieving at tier three (**not** 800 points, or a total of all of the tiers).

Unless noted, points are not earned for each instance of an occurrence – rather, they are earned at the highest level the chapter achieves during the year.

Bonus points can be earned with achievement at any tier.

## Awards

Each chapter president whose chapter reaches its goals will be recognized during the PDT with a plaque denoting status attained for the year as follows:

- **Bronze:** 100-1,999 points
- **Silver:** 2,000–2,999 points
- **Gold:** 3,000–4,399 points
- **Platinum:** 4,400-5,500 points

**The purpose of the Bronze, Silver, Gold and Platinum designations** is to encourage chapters to participate in ACE at the level they feel comfortable with and to develop continuity of sound leadership and programs.

The following paragraphs describe how the spreadsheet is structured, the types of data to be collected within the two tabs identified below, and effective practices that other chapters have used to achieve their goals.

### **Tab 1: Chapter Affiliation Requirements**

This tab contains items that every chapter must complete in order to be considered an active AGA chapter. Standards not met in this tab can disqualify a chapter from receiving an award for the program year. This is not to discourage chapters; rather, it reinforces the critical nature of each of these items for a successful chapter's baseline.

For this reason, points are not assigned for this section. Rather, confirmation and documentation of completion of each item is required. There are bonus points available for submitting particular items early or in a specific format.

### **Tab 2: Key Performance Indicators – Tips to Achieve Your Goals**

As your chapter plans and works towards your annual goals, take into consideration some of the effective practices contained in this document as provided by previous chapter officers. As always, feel free to innovate and add your own! Send any ideas to [chapters@agacgfm.org](mailto:chapters@agacgfm.org) for inclusion in this document.

### **Membership**

Membership is the lifeblood of AGA. Without members, we cease to exist. To ensure a healthy, vigorous AGA, we need to continually seek new members, meet our current members' needs, and strive to retain members and keep potential members interested and involved. In addition, as members continue to retire, it becomes more critical for AGA to develop programs and services to attract young professionals – as well as experienced professionals – to the organization.

A chapter can be successful without growth for a short period of time. Overall, however, each chapter needs to be creating and enacting an annual plan for identifying, inviting and obtaining new members. Simultaneously, reinforcement of value to current members ensures lower turnover rates. Below are some ideas on how to address these areas.

#### *Actively Recruit New Members*

- Personally invite potential members to chapter events
- Create an incentive program and/or emulate the national Super Recruiter program
  - Incentives can include free monthly meals for sponsoring members, cash rewards, logo merchandise or gift cards.
  - Know what incentivizes your members and use it!
- Mailings or other recruitment of nonmember CGFMs, former members, and/or nonmembers who attended national or local training events in your geographic area
- Involve government leaders by sending a special invitation to heads of federal, state and local financial management disciplines to:
  - Setup a meeting to share the value of AGA for their staff,
  - Join,
  - and/or speak at chapter events.

These items are best accomplished during a meeting, so setting up the meeting provides you the in-person opportunity to hear what their challenges are and relay how AGA can help with those challenges.

- Participate in AGA national recruitment efforts and campaigns

- Play the AGA video at chapter meetings
- Assign someone to staff a chapter table at each event/meeting and have membership recruitment materials displayed (order materials from the national office via the form in the Chapter Resources section of My AGA)
- Setup meetings with local employers who are not (yet) engaged with your chapter. Leverage a national officer's visit to help relay the benefits of AGA.
  - If there is a type of employer (i.e. police department, school district) you are looking to reach out to, let the national office know. They likely have a peer who supports AGA, CCR, CGFM, etc. who would be willing to reach out to have a discussion peer-to-peer. (Example: Idaho State Police could talk to another state's law enforcement agency about the benefits they've realized by creating a yearly CCR.)
  - Leverage [www.agacgfm.org/military](http://www.agacgfm.org/military) for DFAS/DLA/DIA/DCMA employers.
- Create an Awareness Day.
  - Mid-Ohio Valley created "Federal Career Awareness Day" that includes a job fair open to the public and federal vendors.
- Celebrate Public Service Recognition Week ([www.publicservicerecognitionweek.org](http://www.publicservicerecognitionweek.org))
- Many chapters host a "member appreciation" event, to which members can bring their families.
- Host a "bring a nonmember" event – those with a prospective member receive free entry! Those showing up without a nonmember pay a registration fee.

#### *Retain Members*

- Remind members of why membership in AGA is valuable and beneficial at least monthly in communications (newsletter, specific email).
- Conduct a member needs survey, but make sure you're asking for their feedback throughout the year in other ways. Keep the survey short (i.e. "answer this five-question survey").
- Develop and implement an annual or biennial chapter membership satisfaction survey
- Participate in AGA's national retention campaign
- Personally contact members during annual renewal season (January 1 – March 31) and encourage them to renew.
- After March 31, make personal calls/emails to suspended members
- Monthly welcome letters/emails/calls to new members – welcome them, inform them of dates and times of chapter events
  - Be mindful of first- and second-year members – they have the highest drop-off rate.
  - Assign members to greet and welcome new members, help them to meet other members, etc.
- Provide information about current chapter members (especially new members) in chapter publications – people love to see their name in print!
- Conduct a new member orientation prior to a regularly scheduled meeting a couple of times a year – be sure to convey the benefits of membership and how to get involved with AGA volunteer leadership
- Have chapter officers welcome all participants at each meeting/event and recognize new members with special ribbons/badges
- Host at least one free event each year for members (examples: annual holiday party, webinar)
- Congratulate members with milestone anniversaries (examples: 1 year, 5 years, 10 years, 20 years, 30 years, Lifetime at 40 years) via the chapter's newsletter and/or website.
- Host events that are community-based. Some community service events can serve as fundraisers for the chapter as well! For example, Greater Columbus volunteers at OSU's sales

facility and receives a certain portion of proceeds during football season. They use this revenue to fund scholarships for students.

### *Recognize Current and Potential Members*

Awards are an opportunity to recognize the efforts and accomplishments of individuals and groups, promote AGA and encourage each other. In considering ideas for basic awards, consider your chapter goals and objectives and identify the awards that incentivize what will work best for your chapter and achieve stated goals.

- Engage the press to have award recipients published outside of AGA media (i.e. local newspaper, website or a trade journal)
- Create a chapter awards program for chapter members
- Participate in the national awards programs (NLT, PDT, Volunteer of the Year)
- Recognize chapter officers
- Recognize professional accomplishments
- Recognize leaders, innovators, or rising stars outside of AGA – for example, someone who is not (yet) a member but contributed significantly to the industry

### *Making a Difference*

Many individuals in government financial management sought out their position to provide a service to the public. Provide additional member value by promoting the accountability-based programs of AGA!

AGA remains dedicated to improving the performance and accountability of federal, state and local governments to the American people. High-quality, accurate and timely reporting is a critical component of the performance management effort. Reporting improves communication with internal and external stakeholders, leads to better decision making and, ultimately, can improve performance.

- Prepare a chapter Citizen-Centric Report (CCR) (Hint: this can be your annual report for tab 1!)
  - Submit the report to the CCR review program and post it on your chapter's website!
- Encourage chapter members to pursue a performance management certificate (example: Public Performance Measurement Certificate from Rutgers University), then cheer on their accomplishment!
- Create a CCR for an employer before approaching them about AGA membership; show them what a thought-leader we are!
- Contact governments/agencies and encourage them to produce a CCR
- Help a government/agency to prepare a CCR
  - Help the government/agency publicize the CCR in local media outlets
  - Ensure they submit it to AGA's CCR review program
- Encourage chapter members (those in the federal government or private sector auditors) to investigate participation as a Certificate of Excellence In Accountability Reporting (CEAR) reviewer
- Encourage chapter members to participate as a CCR reviewer

### **Educational Events & Meetings**

Our goal is to encourage high-quality education and foster professional development to enable your members to achieve greater heights in their employment and meet certification requirements.

#### *Education to help meet continuing professional education (CPE) requirements*

Members with professional certification(s) must comply with CPE requirements. Your chapter can serve these members by providing high-quality education. Typically, a CPE hour is equivalent to 50 minutes of participation in qualifying programs and activities. A general rule for calculating CPE hours is to add up

the number of content minutes for the educational program. Divide this number by 50 and round down to the nearest half-hour.

The chapter's CPE records should include the following information for each CPE program or activity:

- Sponsoring organization (your AGA chapter)
- List of attendees
- Location where the program was given
- Title of the program and a brief description of its contents (subjects/topics covered)
- Learning objectives and field of study for each program or session
- Dates and duration of the program
- Number of CPE hours granted

In addition, it is important that your chapter retain the following information for at least three years (NASBA recommends five years):

- CPE records (including a sign-in/sign-out sheet)
- Participants' evaluations of each program and instructor(s)
- An outline that shows the name of the instructor, learning objectives and topics covered

Information regarding CPE requirements for the CGFM is available on the AGA website under "CGFM CPE Requirements" - [www.agacgfm.org/cgfm/maintain/cpe](http://www.agacgfm.org/cgfm/maintain/cpe). Ultimately, an individual's licensing/certifying body has final say over whether to accept or reject any CPE hours. ***Please contact your appropriate licensing/certifying body to determine if your educational activities meet the requirements for their license/certification.***

In the end, high-quality professional development targeted to meet the needs of your members and area employers is an important part of the AGA mission and will aid in the promotion, development, growth and foundation of your chapter.

#### *AGA National Office Events (providing CPE) That are Free for Members*

Make sure you are aware of all the Training Events provided by the National Office that provide free training opportunities and free CPE. These events include:

- Free-for member webinars – usually four a year
- The yearly one-day training event (formerly Financial Systems Summit) – for in-person and virtual attendees, providing six-to-eight NASBA CPE as well as equivalent number of Project Management Institute (PMI) professional development units (PDUs)

#### *Hosting Training Events*

Training events can be hosted in a variety of formats, including:

- Monthly meetings (with speaker)
- Seminars/courses
- Conferences/training events
- Webinars

The most important aspect of hosting a training event is to make sure that it's available in some form to everyone. You can make it free for members and a nominal fee for nonmembers, provide a discount to members, or host "free to government" events to give them a sample of your high-quality programming. Ultimately, make sure that your event information is accessible to the broader community! Ideas for this include:



- Ensure upcoming events are published to your website as soon as location information is available.
- Partner with other AGA chapters, professional organizations or governmental entities on educational events
- Publish/distribute a training calendar (including on the chapter's website)
- Post your educational events to the online AGA Training Opportunities Calendar

### *Engaging Speakers*

Engaging with new speakers can be difficult if you're doing it alone. Leverage one another!

Here are some ideas:

- Pull in connections from other activities – a former classmate, a collaborator on a cross-agency/state/locality project, someone you know in another association.
- Having more speakers who can talk for a short period of time (i.e. 50 minutes) both diversifies the number of topics you can present AND ensures you are involving more people in AGA.
- Ask your supervisor, or their supervisor, to speak – it helps “endear” them to AGA!

### *Building Partnerships with the Private Sector*

The chapter can benefit from partnerships with sponsors, just as the sponsors benefit from the name recognition and ability to learn more about government financial management provided by participating in chapter events. Determine your value proposition and begin the outreach!

Remember: This can help build your training programs and ALSO will provide a boost to your membership!

- Prepare – Create and maintain a listing of sponsorship benefits and opportunities. What is your chapter's unique selling proposition?
  - Sponsors could participate in events, support advertising, or even provide speakers (#1 rule – they cannot sell their product, they must focus on sharing their expertise and experience on the CPE topic!)
  - Another benefit for presenting on a technical topic is that the preparer of the presentation can claim 2 CPE for each 1 hour of training material prepared!
  - Private sector experts can also write an article for submission to the AGA Journal of Government Financial Management for consideration. (note, CPE can also be claimed for writing and publishing an article)
- Outreach - Reach out in the community to a potential sponsor (find them from employers of members on your roster, consulting firms and contractors, or Google). Host a face-to-face meeting or schedule a conference call to discuss the benefits of a partnership.
- Reinforce - Publicize “benefits available to you courtesy of our sponsor(s)” to the chapter. Examples: “The local PDT was \$175, and now it's only \$150 thanks to...” or “Happy Hour social next Tuesday, appetizers courtesy of our sponsors...”

### **Certification**

Certification is a critical part of the AGA mission and a major focus of the organization. Chapter involvement and support of the CGFM program is essential and necessary for the continued success of the program. We must work together at all levels to promote the value of the CGFM certification to candidates, employers and governmental entities. Together we can take the CGFM program to higher levels of recognition, desirability and overall acceptance.

### *Potential CGFMs*

The CGFM examinations cover a wide range of topics at the federal, state and local levels. Most candidates will have experience in at least some of the topics but require training in other areas. Identify

the needs of the candidates in your chapter and community and design your chapter goals and tasks to meet those needs.

- Offer CGFM course(s) through AGA national office
- Sponsor study groups, either in-person or virtual
- Provide scholarships for costs of obtaining the CGFM
- Publish a “tip of the month” – can be for current CGFMs OR candidates, or both!
- Host an information session at a training event on the benefits of CGFM training AND certification (training and pursuing the certification can be done separately – ask us how! [agacgfm@agacgfm.org](mailto:agacgfm@agacgfm.org)).
- Link membership and CGFM; the Baton Rouge Chapter offers a “cash bonus” to a member who earns their CGFM, or you can pay for one year of membership.

Virtual or electronic support, as noted in tier two, can be provided in many forms such as virtual study groups or mentors who provide support virtually.

In-person support, as noted in tier three, can be provided in many forms such as in-person study groups or hosting CGFM courses through the AGA national office.

#### *Current CGFMs*

Our current CGFM members deserve the full support of every AGA chapter. Professional development should be designed to meet the CPE requirements for the CGFM and other certifications that members hold. Promoting CGFM, recognizing CGFMs’ achievements and providing networking opportunities for CGFMs assist in meeting the AGA mission, while serving the government accountability professional community.

- Lay the groundwork for CGFM month (March) in the preceding November/December. Request a CGFM month proclamation in your state and/or local government. Once received, publicize the CGFM month proclamation in your chapter! AGA National can connect you to chapters who have successfully navigated this process and can provide suggestions.
  - Promote CGFM month on social media
  - If there are other chapters in your state, work together to obtain the governor’s recognition of CGFM month – the more groups asking, the greater the impact!
  - In honor of CGFM recognition month, recognize CGFM members with a door prize for those that attend the March monthly meeting.
- Assist CGFMs in meeting their “80 hours of CPE every two years” requirement
  - Provide courses that meet CGFM CPE requirements
  - Identify CPE opportunities applicable to the CGFM CPE requirement from sources outside your chapter (including local seminars, self-study and online courses) and promote either in chapter newsletter and/or on chapter website
- Promote awareness of the CGFM CPE requirement by publishing them in the chapter newsletter or on the chapter website
- Publish CGFM members’ achievements in newsletter, local newspapers and/or on websites
- Market chapter educational events that (at minimum) meet the CGFM CPE requirements to members and nonmembers
- Partner with other professional organizations or governmental entities to promote the CGFM designation
- Encourage CGFM renewals through personal contacts, letters, newsletters and/or websites
- Recognize local CGFMs
- Use the CGFM designation appropriately in chapter publications, on name tags, etc.

- Publicize new CGFMs in chapter and local publications
- Promote CGFM to area government accountability leaders
- Contact area government accountability leaders to promote CGFM
- Provide a formal presentation to these leaders (national office has presentations for your use or develop your own – be sure to share it with other chapters and the national office)
- Create awareness of the value of the CGFM to the general public
- Encourage an employer in your area update its policy to recognize the CGFM as a preferred designation (let us know at [cgfmdirector@agacgfm.org](mailto:cgfmdirector@agacgfm.org)!)
- Seek endorsement of CGFM from area employer, elected official or principal
- Play the CGFM video at chapter meetings
- Contribute relevant CGFM items to your chapter newsletter (examples include CGFM recognition, study suggestions, encouragement, technical requirements, “tip of the month”)
- Celebrate the achievement of a new CGFM at their office; submit articles to employer’s newsletters or interoffice communication on CGFM, submit articles to local paper recognizing new CGFMs, ask employers to include CGFM information and link to national CGFM site on their website.

### **Communications**

Effective communication is essential to successfully accomplishing your chapter’s goals and objectives, and AGA’s overall mission. Chapter communications takes place through a variety of media; chapters need to choose the modes that are most effective for your chapter and develop your plans accordingly.

#### *Networking Opportunities*

Successful chapters provide opportunities for members to gather and exchange information, network and participate in the chapter’s activities. Chapter meetings provide a valuable service and benefit to your members.

- If your chapter members are unable to meet monthly, then get innovative and determine a meeting frequency that meets your members’ needs.
- Consider partnering with other professional organizations; joint meetings can expand your potential pool of members.
- Host an awards and recognition event to celebrate the year and your members.
- Host a social event or activity
- Create and maintain (i.e., post at least once a month) a chapter social networking site (examples: Facebook, LinkedIn, Twitter)
- Interact with/share items from AGA National’s social media accounts

#### *Readily Available Communications*

Your current AND potential members must have ready access to your information. Some chapters publish monthly printed newsletters, others email the newsletter, and still others post the newsletter on a website, as well as future events, photos of members, etc. Some chapters leverage everything on their website, others combine website and social media content. Ultimately, the goal is for your information to be available for every person wherever they may be searching for it. Not every outlet will touch a single member, but every member should have a communication outlet they can rely on for accurate and timely information.

### Key Items to Remember

- ALL materials must have the correct chapter, national and/or CGFM logo that is provided by the national AGA organization. Your correct logo can be downloaded from [www.agacgfm.org](http://www.agacgfm.org) in Chapter Resources – Communications & Marketing – Logos.
- Disseminate a newsletter, including a president’s message, upcoming meetings, events and CEC contact information. Other items to possibly include are:
  - Accountability and financial management articles, news article submitted by chapter member to chapter newsletter
  - Accountability and financial management articles, such as articles previously published in another reputable publication published in chapter newsletter
  - Publicize award recipients and chapter member special achievements
  - Highlight new members
  - Feature a current member (i.e. “Get to Know...”)
  - NCC Representative column/feature
- Host a chapter website and ensure that it is updated (at minimum) **monthly**. The AGA-hosted sites allow for content to be loaded and published at a future date to ensure timely communication with your current and prospective members.
- Send a personal welcome email to all chapter members at the start of the program and calendar years. Highlight certain activities, new members, and membership milestones. Make it about them as a member. Make sure you talk about the value they receive as an AGA member. Tallahassee does a great job of this and leverages it for nonmembers to join as well.
- Always close out messages with a note encouraging them to contact you!

### Community Service

Community service events should enable chapters to make a positive impact on their local communities, using their membership’s professional skills whenever possible. Find out what chapter members are interested/involvement in already. Is there a cancer survivor in the chapter? Is there a hyperlocal cause that you can support (e.g. Miriam’s Kitchen in Washington, DC, Paws and Effect in Des Moines, IA)?

Some general ideas for community service include:

- Chapter participation in the National Community Service Fund activities at PDT 2020. This is typically done via a donation to the Chapter Challenge or an item to the Silent Auction.
- Technical/skills-based event (e.g. VITA, career day)
- Non-technical event (e.g. food bank, soup kitchen, Toys for Tots)
- Host chapter fundraiser for charitable donations
- Celebrate National Volunteer Week (<http://www.pointsoflight.org/signature-events/national-volunteer-week>) – after all, you all are volunteers! Celebrate one another!
- On Dec. 5, contribute to International Volunteer Day (<http://www.volunteeractioncounts.org/en>)
- Consider discounts on monthly meeting prices for members who participate in community service events.

Examples of potential community services activities include:

- **VITA/TAX-Aide:** Voluntary Income Tax Assistance/Tax Assistance (VITA) for the elderly without the financial means to have their taxes prepared professionally.
- **Financial Literacy for High School Students:** Teach high-school students about how to manage their personal finances.
- **Food bank:** Collecting food and money to be donated to a local food bank. This can be done any time of the year as food banks always need assistance.

- **Adopt-A-Family:** Local shelters and youth homes can connect you with a family in need.
- **Toys for Tots:** Organized by the U.S. Marine Corps, but a chapter can get involved and find out how to help, either by collecting and donating toys and money, or volunteering at a collection site.
- **Career Day:** Designed to provide information to high school juniors and seniors on various career options.
- **Gifts to charities or non-for-profit organizations:** Cash and non-cash gifts from the chapter such as local women’s shelters, food banks, etc.
- **Blood drive:** Contact your local chapter of the American Red Cross for details. Your AGA chapter can sponsor a mobile site or provide volunteers to assist as needed. You can also find out who may be sponsoring a blood drive and organize a group of chapter members to donate blood.
- **Soup kitchen:** Volunteer as a group at a local soup kitchen.
- **Walk-a-thons:** As a group, get friends, family, co-workers to pledge financial support or walk in events such as the March of Dimes or local charitable events.
- **Special Olympics:** Assist with your local Special Olympics games, or act as chaperones for your local Olympians at the statewide Special Olympics games.
- **Points of Light:** Check out their [website](#) for more opportunities by country/state.

#### *AGA’s National Community Service Fund*

AGA’s National Community Service Fund (NCSF) was created in 1995 to support the impact AGA chapters make in their communities. Annually at PDT, attendees are encouraged to donate, buy raffle tickets and/or bid on silent auction items to raise money for the NCSF. Half of the funds raised at PDT are split amongst three to four national charities (selected annually). The other half of the funds remain in the NCSF and are used to match donations that chapters make to IRS-recognized charities in their area. Match requests are submitted via the Community Service Fund Match Request form in Chapter Resources. Limits may apply on the amount or frequency of matches made for a chapter event. Please email [chapters@agacgfm.org](mailto:chapters@agacgfm.org) if you have any questions.

#### **Strategic Vision**

While listed last, this piece may be one of the most important items to coalesce chapter leadership around. It is as important to the chapter’s health as any other previously listed in this document. Chapter leadership is an essential ingredient for a successful well-rounded chapter. Developing a strong, diverse Chapter Executive Committee (CEC) is important for the long-term development, growth and strength of your chapter. It is important to have an officer succession plan or strategy, especially for the position of chapter president. Who is your chapter grooming to be a future leader?

Diversity within the CEC includes chapter leadership experience (keep some continuity and bring in some new leaders each year), job functions (such as audit, budget, accounting, IT, etc.), and employer type, etc. Chapter leaders should continually encourage members to become involved, have a method for members to “move up the ranks,” and represent the membership in chapter decisions.

Here are some general tips for thinking about future chapter leaders:

- When asking people to serve in leadership roles, don’t just do a generic “if you’re interested email us.” Individual conversations should be held – strategic succession planning! Make a specific “ask” such as “Would you like to serve on our educational event planning team?”
- Ask Young Professional members to co-chair the community service committee; it’s fun, can be for a single event, and begins to invest them in their association.

- Micro volunteering (e.g. work on a single project or event) to get folks interested/involved early. You can see their leadership style, and they get a sense of whether this is where they want to invest their time!
- Trenton’s Membership Scholarship program draws in new members with a focus on young professionals and allows them to get involved in leadership roles within our Chapter. The success of the Membership Program has resulted in three previous scholarship winners becoming chapter presidents.

Thinking specifically about students and young professionals, below are some tips and best practices for recruiting and retaining them as members.

#### *Make Student Members a priority*

- Attend local training events, college and university fairs, and seminars to market and promote AGA membership
- Invite local college/high school students to meetings and events free of charge
- Submit professor names to [agamembers@agacgfm.org](mailto:agamembers@agacgfm.org) to receive complimentary one-year electronic memberships (may be given to professors who are not AGA members)
- Host a “job shadow” day
- Connect with a local professor and ask them to give ‘extra credit’ to students who join, attend and engage with AGA
- Email [chapters@agacgfm.org](mailto:chapters@agacgfm.org) for a list of Beta Alpha Psi (BAP) chapters in your area
- Involve a student member to serve as part of the CEC, and even write for your newsletter.
- Offer scholarships to undergraduate and/or graduate students – for school, to attend your events...whatever you feel would best help them!
- Scholarships are expensive, especially for smaller chapters, however Northern New Jersey was able to offer a relatively low-price alternative by offering a free textbook with an AGA stamp on the inside cover which advertised Northern New Jersey. The textbook also allowed for multiple users for the useful life of the textbook.
- Tallahassee offers one year of free membership to undergraduate students who volunteer to help at their annual Government Training Event (GTE).
- Tallahassee partners with their local Young People’s Network to get the name and mission of AGA out to prospective members.
- Hawaii has a plan on how to solicit engagement ideas from students, rather than a specific plan of how to engage them. This effort works only because they utilize the ideas they receive, ensuring they are tapping directly into what interests the students at a location, rather than coming at the students with a “We know what you will like” plan. It still takes careful planning!
- Jackson sponsors one Young Professional and one Student membership per year.
- Baton Rouge hosts a Student Meeting Night at a local restaurant (students eat free) and invites professors and students from local universities.

#### *Make Young Professional (YP) Members a Priority*

- Setup a chapter social media page and actively post to it
- Setup a mentor program
- Send a YP member to AGA’s PDT! (Check out the 50 under 30 program)
- Involve YP member volunteers with planning/hosting training events
- Involve YP members to serve as part of the CEC (and maybe even write for your newsletter or *AGA’s Journal*)

Questions? Contact AGA National at [chapters@agacgfm.org](mailto:chapters@agacgfm.org)

Best wishes and have a successful chapter year!

***Remember: No one can do everything, but everyone can do something.***

*[attributed to Max Lucado]*