Tips for Effective Chapter Operations: Membership, Conferences & Finances

Chapter Challenges Solved
July 2019
Your NSPRA Staff

Rich Bagin, APR
Executive Director

Mellissa Braham
Associate Director
Recruiting New Members

• Chapter marketing efforts:
  - **Booths and presentations** at state association conferences/workshops
  - **Mailings** to superintendents, other administrators
  - **Collaborative partnerships** with other associations
  - **Welcome messages** to those new to the field
  - **Marketing collateral** (e.g., brochures, social media posts, videos, branded giveaway items)
  - **Advertise:**
    - **Member-benefit discounts** on award contests, workshops, etc.
    - **Flexible professional development** (e.g., regional, virtual)
Marketing the Chapter & NSPRA

• Dual-membership marketing:
  - NSPRA speaker at chapter conference/workshop
  - Chapter-hosted viewings of PR Power Hour
  - Insights gained from NSPRA learning experiences shared during chapter discussions
  - Chapter website promotes chapter membership and NSPRA membership
  - Email and mail membership campaigns
  - Chapter scholarships to NSPRA National Seminar

  *Coming Soon: More resources for this in 2019-20!*
Keeping Members Active

• Services some chapters provide:
  o ListServs for discussing issues/opportunities
  o Mentoring programs
  o State, regional and sub-regional get-togethers
  o Social media shout-outs
  o In-person and virtual learning opportunities
  o Half-day/full-day training aimed at new pros and veterans
  o Anniversary celebrations of chapter or member milestones
  o Info campaigns for those who hold the communication purse strings
A Membership Story

- Washington School Public Relations Association (WSPRA)

Melissa Laramie
President
Planning a Conference

• Consider when looking for locations:
  - **Accessibility** from airport, major highways, public transportation, etc.
  - **Activities** located within walking distance and for different guest types (e.g., singles, families)
  - **Cost for your chapter and your members** (e.g., pricey rooms might reduce attendance)
  - **Time of year** (excessive heat or snow in certain months)
Planning a Conference

• **Submit a request for proposal:**
  - To at least 3 potential conference locations
  - For at least 3 potential meeting dates
  - Ask for hotel’s food and beverage minimums
Planning a Conference

• Submit a request for proposal with the chapter’s:
  o Desired amount of sleeping rooms (give a range)
  o Sample schedule/agenda of daily sessions
  o Audio/visual max cost allotment
  o Desired concessions (e.g., resort fee waived, five free parking spaces, free site visit, upgraded suites, complimentary Wi-Fi)
Planning a Conference

• Negotiating the deal:
  o Submit RFP to multiple venues – competition is good!
  o Compare what the hotels can offer
    ▪ If your favorite isn’t the cheapest, it’s OK to let your contact know another hotel is making a better offer
  o Concessions are a big area for negotiations
  o May be able to add event insurance to contract
A Membership Story

• Georgia School Public Relations Association (GSPRA)

Yolanda Stephen, APR
President
Managing Chapter Finances:

Stay in Good Standing

• NSPRA policies:
  o 260.1 – Chapters/Purpose and Formation
  o 260.2 – Chapters/Reports
  o 260.3 – Chapters/Suspension and Revocation

• IRS regulations:
  o Qualify for 501(c)(3) status as a chapter of NSPRA – *don’t lose it!*
Managing Chapter Finances: 
Make a Plan

• Fall
  - Have the chapter books audited
  - Prepare your Cash Flow Report and Chapter Membership List to submit by 10/31

• Winter
  - IRS form 990-N due
  - Hosting the upcoming Seminar? Touch base w/ NSPRA
Managing Chapter Finances: Make a Plan

• Spring
  o After elections, schedule a transitional meeting between old and new treasurers
  o Develop a budget for next year, as part of strategic planning
  o Review chapter bylaws pertaining to finances and submit any changes under consideration to NSPRA

• Summer
  o July – NSPRA Executive Board considers/approves changes to chapter bylaws before chapter members vote
  o Review and organize financial records; keep the last 7 years
Managing Chapter Finances: Estimate Income & Expenses

• Income:
  - Chapter dues
  - Conference/workshop registration fees
  - Sponsorship/advertising
  - Communication contests
  - Products, services

• Expenses:
  - Conference/workshop expenses
  - Printing, copying, mailing, etc.
  - Awards
  - Fees for website platform, social media management software, membership database, bank charges, etc.
  - Travel reimbursement for officers
A Membership Story

• Ohio School Public Relations Association (OHSPRA)

Patti Koslo
Treasurer
Thank you!

33 chapters...

**NSPRA Membership**

+ 

**Chapter Membership**

= 

**Elevate Your School PR!**