

Topics:

- Boosting Member Involvement
- Raising Money-Funding Support
- Filling Leadership Positions
- Recruiting New Members

For each of the main topics—Boosting Member Involvement, Raising Money-Funding Support, Filling Leadership Positions, and Recruiting New Members—three tables were dedicated to focused discussions. The results from these sessions are summarized below. The lists under each topic do not follow any particular ranking; rather, they are intended to spark ideas and offer actionable options that your chapter may consider. Each item is presented as a potential direction for further exploration.

Filling Leadership Positions – Key Ideas

- Developing a Strong Leadership Pipeline
 - Create *shadow/mentor* and *succession training* programs.
 - Encourage *co-chair* and *assistant* roles to build experience (“stair stepping”).
 - Offer *small leadership tasks* first—praise, support, and avoid micromanaging.
- Engage and Identify Future Leaders
 - Use *Past Presidents* and a *leadership identification committee* to spot potential leaders.
 - Develop a *questionnaire* to identify skills, interests, and willingness to serve.
 - Keep a *LeagueLink skill database* and maintain a *continuous board search* throughout the year.
- Improve the Nominating Process
 - *Evaluate and possibly lengthen* the Nominating Committee’s process.
 - *Clarify skills and expectations* for each role; be realistic and transparent.
 - *Amend bylaws* to clearly define Nominating Committee responsibilities.
- Promote Leadership as an Opportunity
 - Present board service as an *honor and growth opportunity*, not an obligation.
 - Highlight roles through *member presentations* or short talks about each position.
 - Seek *change agents*—members with fresh ideas and initiative.

Raising Money-Funding Support

Develop a culture/mindset – look beyond our 4 walls

Develop an effective online presence that people are excited to “give” to

Grants team to look for diverse revenue streams

ROUNDTABLE DISCUSSION SUMMARY

Look to maximize success
Have a Zoom call with a local entertainer
Remote fund raising
Grants to be all online applications
Have a 2-year reserve fund
Get more community exposure through Facebook, LinkedIn, television and radio, Instagram
Hang banners: “We need your support”
Flyers
On websites, sell specific unique items online, Facebook marketplace, offering free pick up
Be involved in Chamber of Commerce, Kiwanis, Rotary, VA Centers, VFW, Norwegian Clubs, Italian Clubs,
Find new community options
“Sing from the rafters” to the entire community what we do
How to make our benefactors a part of our presence
Use an intern to help with social media
Use AI, Donor Perfect, Ready Set, Greater Giving, Little Green Light
It is everyone’s responsibility, if you don’t ask, you won’t get
Find out what local companies we can partner with to get a % back from sales i.e. Chick-fil-a, etc.
Use benefactor stories to help share
Create video of chapter/programs for websites and to show at chambers, etc.
What is the chapter risk mitigation plan
Outside tournaments, pickleball for example
Use Event planner to hopefully boost gala attendance and donations

Raising Money – Funding Support: Key Ideas

- **Build a Broader Fundraising Mindset**
 - Foster a *culture of giving* that looks beyond our four walls.
 - Encourage *all members* to take ownership— “if you don’t ask, you won’t get.”
 - Maintain a *two-year reserve fund* for financial stability and risk mitigation.
- **Expand Community and Business Partnerships**
 - Partner with *local businesses* for percentage-of-sales donations (e.g., Chick-fil-A).
 - Engage with *Chamber of Commerce, Rotary, Kiwanis, VFW, VA Centers*, and other civic groups.
 - Host *community events*—such as tournaments or social fundraisers—to raise visibility and funds.
- **Enhance Marketing and Public Presence**
 - Increase exposure through *Facebook, Instagram, LinkedIn, TV, radio*, and *local banners or flyers*.
 - “*Sing from the rafters*”—share success stories and highlight community impact.
 - Use *benefactor stories* and *videos* to make supporters feel part of our mission.
- **Strengthen Online and Digital Fundraising**
 - Create an *engaging online presence* that inspires giving.
 - Sell *unique items online* via website or Facebook Marketplace with easy pickup options.

ROUNDTABLE DISCUSSION SUMMARY

- Utilize *AI tools and donor management systems* (DonorPerfect, Little Green Light, etc.).
- Move *grant processes and applications online* and diversify funding streams.
- **Leverage Expertise and Creative Support**
 - Form a *Grants Team* to identify and pursue new funding sources.
 - Use *interns or volunteers* for social media and content creation.
 - Consider *event planners or local entertainers (via Zoom or in-person)* to boost engagement and gala attendance.

Recruiting New Members – Key Ideas

- **Broaden Recruitment Outreach**
 - Engage *colleges, Assisteens, sororities, and service clubs* as recruitment pipelines.
 - Present at *PTSA and retirement events* and partner with *Newcomers groups* and *local Chambers of Commerce*.
 - Reach out to *55+ communities* and local businesses that value volunteerism.
- **Promote Through Community Presence**
 - Be *visible and active* in the community—“be IN the community we serve.”
 - Use *Advisory Councils* and *community partnerships* to expand exposure.
 - Host *fun-raising or social events* that introduce prospective members to the organization.
- **Strengthening Marketing and Messaging**
 - Ensure *strong, consistent branding* across all platforms.
 - Feature *real faces and personal stories*—show both volunteers and those benefiting from programs.
 - Share *member testimonials* on the website and social media.
- **Empower Members to Recruit**
 - Encourage every member to *personally promote* the organization within their own circles.
 - Provide *rack cards* and a *30-second “elevator story”* to share easily with prospects.
 - Personalizing the *Assistance League volunteer experience*—make it relatable and community-specific.

Boosting Member Involvement – Key Ideas

- **Build Connections and Community**
 - Pair *long-time and new members*—use mentorship, mixers, and social events to strengthen bonds.
 - Encourage *members to volunteer together* at the same time or location (e.g., thrift shop teams).
 - Foster *social groups and fun traditions*—celebrations, annual luncheons, recognition events, “Human Bingo,” etc.
- **Making Involvement Easy and Welcoming**
 - Offer *alternatives to online sign-ups* for less tech-savvy members.
 - Maintain a *consistent volunteer schedule* for predictability and camaraderie.
 - Provide *training where needed* to increase comfort and participation.
- **Engage and Retain Through Purpose**

ROUNDTABLE DISCUSSION SUMMARY

- Emphasize that *involvement drives retention*.
- Keep the *Assistance League story* at the heart of all communication, it should *touch hearts and inspire action*.
- Offer *recognition and rewards* for participation and contributions.
- Expand Member Interaction and Outreach
 - Create a *portal or forum* for members to connect across chapters.
 - Encourage members to *turn shoppers into members* through friendly conversation, elevator *speech*, and *shop tours*.
 - Reach out to *55+ communities* for potential members or volunteers.