



Here's Your "Tip" of the Month

The Delta Kappa Gamma Society International- For Key Women Educators May 2010

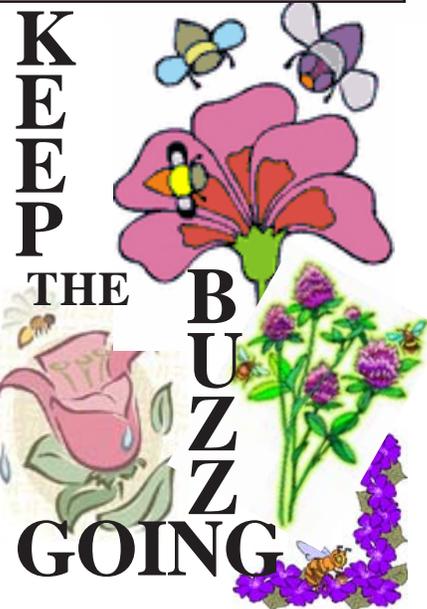
Communication Is Key To Successful Biennium

As leaders of your state or chapter organization, you must ensure that ongoing communication continues within your part of the organization. A monthly newsletter or infrequent email will not keep members connected and engaged if it is the *only* contact with members. Does your chapter have a website that is kept up to date? Do committees often send information to be shared with members? A chapter website can be an important link to the membership. If you are a chapter president, do you send out emails during the month to keep members informed of other members, state deadlines or upcoming events? Don't wait until the next newsletter to tell the membership of a serious illness or death of a member or a family member. Let them know immediately. Keeping in touch with members is a key to keeping members. Frequent communication is a great boost to this.

Is attendance a problem in the chapter? Send out an email a couple of days before the meeting. It is a good reminder and eliminates the classic excuse, "I forgot."

Does the chapter have a web watcher? Ask the web watcher to send updates to the webmaster or editor so that news bulletins become available to the membership between meetings.

Encourage reading of the state newsletter. Send an email asking the answer of a question whose answer can be found in the state newsletter. Give a small prize to the first one to answer correctly or have a drawing at the next meeting from those present who answered correctly. Communicate with members often, and invite input from the membership. Remember communication should be a two-way street. Good communication will pay benefits in the retention of members.

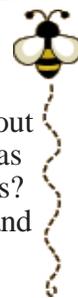


Bouquets to the Following States For Having 50% of Chapters Publishing:
 Baja California, Connecticut, Kansas, Michigan, Mississippi, North Carolina, Pennsylvania, South Dakota, Texas, Vermont and Wyoming



THINK MARKETING

Chapters have now elected new officers for the next biennium. This is an exciting time as a new beginning is a charge to carry on the buzz that has begun. Here are a few ideas for buzzing: Think publicity. What does your community need to know about your chapter activities, such as programs and service projects? Celebrate members' honors and accomplishments. **Bee** sure you are telling them.



Examine the membership in DKG to see areas that might be developed. Share society pamphlets in teachers' lounges. "You and Us" prospective member brochure, scholarships

pamphlet, and recent *Delta Kappa Gamma Bulletins* and *News* are good items to place. Ask permission to put DKG book marks or a small item in teachers' boxes with a tag indicating it is a gift from the local DKG chapter. The idea is to put the name in front of prospective members. If they don't know you, you must make them know who you are and what you do. Invite prospects to a meeting that would be of interest to them.

Throughout the year **THINK MARKETING** by making news with all that the chapter does. This is the buzz for creating a successful biennium.