

# Chapter Recognition Program

*2007-2008*

*For the California and Nevada Chapters  
of the  
California and Nevada Credit Union Leagues*



## Program

The chapters of the California and Nevada Credit Union Leagues play an important role in fostering community involvement, cooperation among credit unions, and development of credit union staff and volunteers, while at the same time supporting the California and Nevada Leagues in fulfilling their missions.

Chapters provide education, forums for networking, and opportunities for leadership, grassroots political and public advocacy, and avenues of community involvement. These important contributions to the credit union movement and the communities they serve deserve to be recognized.

This program is designed to provide recognition without competition. Its purpose is to acknowledge and reward chapter achievement and excellence.

The program contains two parts:

- . The “*Chapter Award of Excellence*,” is intended to honor one individual from each chapter annually for their outstanding contributions to the chapter’s mission and goals. This program is administered at the chapter level.
- . The “*Chapter Achievement Award*” recognizes the achievements and success of chapters in six categories. There are three levels of recognition in each category.

***GOLD***            ***SILVER***            ***BRONZE***

For chapters who achieve the Gold level in each of the six categories, there is the ***Platinum Chapter Award***.

The information for determining award winners will be gathered from the **Monthly Chapter Activity Reports submitted to the League by the chapters**.

## **Awards for Chapter Recognition Program**

### **Individual Recognition: Chapter Award of Excellence**

- Selection and award determined by each individual chapter
- Specially designed lapel pin awarded from the League
- Letter of recognition from CCUL president/CEO
- Recognition in the *Credit Union Digest*
- Recognition at the Chapter Leadership Conference
- Recognition at the CCUL Annual Meeting & Convention

### **Platinum Chapter Awards: Chapters who achieve Gold awards in all six categories**

- Specially designed pins for the Board of Governors
- “Platinum Chapter” ribbons for NCUL/CCUL major meetings
- A special gift for your chapter selected by the California/Nevada Credit Union League
- Inclusion of chapter name on a perpetual plaque to be displayed at CCUL Headquarters
- Camera-ready “award” art suitable for use on chapter publications
- Recognition in *Credit Union Digest*
- Recognition at the Chapter Leadership Conference
- Recognition at the NCUL/CCUL Annual Meeting and Convention

### **Chapter Achievement Awards: Gold, Silver, or Bronze**

- Certificate
- Recognition at the Chapter Leadership Conference

## Chapter Recognition Program

### Individual Recognition: Chapter Award of Excellence

- These individuals may be from the general chapter membership or the Board of Governors.
- The honoree is selected by the chapter and recognized at the chapter level
- Name and report of accomplishments sent to the League for recognition
- Suggested considerations that can be used for selection criteria:
  - Length of service to the chapter
  - Quality of service to the chapter
  - Number of hours (time) given to chapter activities
  - Results of the service
- The major recognition comes from the chapter
- Recognition from the League will include recognition in *Credit Union Digest*, a letter/certificate from the League to the honored individuals with a copy to their CEO, and a special lapel pin
- Information must be sent to the League by the chapter for the individual to be recognized at the League level
- Information must be received by ***October 1*** of every calendar year

# Educational and Networking Events Chapter Recognition Program

## Chapter Achievement Awards

The information for determining award winners will be gathered from the *Monthly Activity Reports submitted to the League by the chapters.*

Four levels of achievement in each of several categories.

	<i>Gold</i>	<i>Silver</i>	<i>Bronze</i>
<b>Categories:</b>			
• Educational and Networking Events			
• PAC Fundraising			
• Richard Myles Johnson (RMJ) Foundation Fundraising			
• Shapiro Group Outreach			
• Community Service/Political Advocacy			
• Member Participation			

### AWARDS

#### *Educational and Networking Events*

Gold Award	12 or more
Silver Award	7 or more
Bronze Award	4 or more

At least six of the events must be educational and one must be related to Future Leaders Development. For example: *Leading by Example, Delegating vs. Dumping, Defining Your Leadership Style, Leadership through Fellowship.* Criteria to qualify as an educational event:

- Provides educational information to CU staff/volunteers
- Education/information is given on a specifically defined topic
- Open to all member credit unions
- Held in a professional meeting setting

**For tools to assist you with this new qualification please visit**  
[http://www.ceul.org/a\\_leadership/future\\_leaders.cfm](http://www.ceul.org/a_leadership/future_leaders.cfm)

### ***Richard Myles Johnson Foundation***

Chapter fundraising goals are based on chapter fundraising activities that benefit the RMJ Foundation. Individual credit unions' donations to the foundation are not included in chapter awards.

Gold Award	\$2,500 or more raised and 2 different events
Silver Award	\$1,000 – 2,499 raised and 2 different events
Bronze Award	\$500 – 999 raised and 2 different events

Events such as golf tournaments, 50-50 drawings, bingo, bowling nights, etc., whose proceeds are donated to the RMJ Foundation are included in this award. To qualify for an award, a chapter must conduct two different fundraising events. For example a 50-50 drawing counts as one event, whether the chapter holds one or more drawings throughout the year.

### ***Shapiro Group Outreach***

Gold Award	1 Shapiro Networking Opportunity & four Quarterly Outreach Reports
Silver Award	1 Shapiro Networking Opportunity & three Quarterly Outreach Reports
Bronze Award	1 Shapiro Networking Opportunity & two Quarterly Outreach Reports

Shapiro Networking opportunities include any special chapter session designed specifically to benefit your chapter's Shapiro Group credit unions (i.e. breakfast meeting, brown bag discussion, lunch networking session, training workshop, evening roundtable discussion, etc.).

Quarterly outreach reports are communications (e-mail works great!) to the Shapiro Group liaison with updates on the successful efforts to communicate with Shapiro group credit unions regarding programs, services, and resources available to them as well as determine any additional needs or assistance.

### ***Community Service:***

Gold Award	4 projects
Silver Award	3 projects
Bronze Award	2 projects

Each project may incorporate more than one event, but is counted as one project.

Example: Repairing a home for battered women, collecting Christmas gifts for the residents of that home, and holding a fundraiser for the benefit of that home would all be counted as one project though it involved more than one event.

### ***Member Participation:***

Gold Award	80 percent or more
Silver Award	70 percent or more
Bronze Award	60 percent or more

This is calculated as the percent of credit unions/branches within the chapter who attend at least one chapter event in the year.

## Advocacy Goals

The information for determining award winners will be gathered from the quarterly chapter PAC Reports and additional tracking facilitated by the California Credit Union League.

### *Connect for the Cause - California/Nevada Credit Union League Advocates*

This advocacy campaign enables credit union supporters to communicate quickly and easily with state and federal legislators on pending issues. It also affords the League a way to keep credit union professionals informed of governmental developments as they happen. Grassroots outreach efforts like this have the greatest impact on legislators and reinforce the other advocacy tools employed by the League's Government Affairs Department.

### *Advocacy Goals*

Gold Award	100 percent of goal, of which \$150 for 50 percent of the number of credit unions within the chapter of which are individual (credit union staff) contributions and, 10 percent of credit union employees within your chapter signed up for Connect for the Cause
Silver Award	90 percent of goal, of which \$150 for 50 percent of the number of credit unions within the chapter of which are individual (credit union staff) contributions and, 8 percent of credit union employees within your chapter signed up for Connect for the Cause
Bronze Award	80 percent of goal, of which \$150 for 50 percent of the number of credit unions within the chapter of which are individual (credit union staff) contributions and, 6 percent of credit union employees within your chapter signed up for Connect for the Cause

The PAC Fundraising goal is based on the two year historical average of contributions per member credit unions within the respective chapter and individual contributions. Please refer to the table below for PAC goal calculations.

## Chapter PAC Goal Calculation Table

### 2007-2008 Chapter Pac Goals

<i>Chapter</i>	<i>Goal - PAC Individual (amount of \$ to be from \$150 -PAC pins per CU)</i>	<i>Gold 100 percent</i>	<i>Silver 90 percent</i>	<i>Bronze 80 percent</i>
<i>Channel</i>	\$750	\$11,816	<b>\$10,634</b>	<b>\$9,453</b>
<i>East Bay</i>	\$1,350	\$10,024	<b>\$9,022</b>	<b>\$8,019</b>
<i>El Camino</i>	\$1,050	\$52,234	<b>\$47,011</b>	<b>\$41,787</b>
<i>Kern</i>	\$1,050	\$13,200	<b>\$11,880</b>	<b>\$10,560</b>
<i>Long Beach</i>	\$2,100	\$32,739	<b>\$29,465</b>	<b>\$26,191</b>
<i>Los Angeles</i>	\$2,250	\$30,171	<b>\$27,154</b>	<b>\$24,137</b>
<i>Monterey Bay</i>	\$450	\$10,939	<b>\$9,845</b>	<b>\$8,751</b>
<i>Mount Baldy</i>	\$1,350	\$20,956	<b>\$18,860</b>	<b>\$16,765</b>
<i>Mount Diablo</i>	\$1,650	\$16,330	<b>\$14,697</b>	<b>\$13,064</b>
<i>Northern Nevada</i>	\$900	\$31,577	<b>\$28,419</b>	<b>\$25,262</b>
<i>Southern Nevada</i>	\$900	\$61,379	<b>\$55,241</b>	<b>\$49,103</b>
<i>North Bay</i>	\$450	\$25,398	<b>\$22,858</b>	<b>\$20,318</b>
<i>Orange County</i>	\$2,400	\$72,289	<b>\$65,060</b>	<b>\$57,831</b>
<i>Redwood</i>	\$300	\$10,966	<b>\$9,869</b>	<b>\$8,773</b>
<i>Sacramento</i>	\$1,200	\$84,554	<b>\$76,099</b>	<b>\$67,643</b>
<i>San Diego</i>	\$2,250	\$106,655	<b>\$95,990</b>	<b>\$85,324</b>
<i>San Frnnd/Ant Valley</i>	\$2,100	\$92,490	<b>\$83,241</b>	<b>\$73,992</b>
<i>San Francisco</i>	\$900	\$91,427	<b>\$82,284</b>	<b>\$73,142</b>
<i>San Gabriel</i>	\$1,200	\$30,727	<b>\$27,654</b>	<b>\$24,582</b>
<i>San Joaquin</i>	\$900	\$38,908	<b>\$35,017</b>	<b>\$31,126</b>
<i>Santa Clara Valley</i>	\$1,350	\$42,566	<b>\$38,309</b>	<b>\$34,053</b>
<i>Sequoia</i>	\$1,050	\$22,349	<b>\$20,114</b>	<b>\$17,879</b>
<i>Shasta</i>	\$450	\$4,153	<b>\$3,738</b>	<b>\$3,322</b>
<i>South West</i>	\$1,500	\$49,407	<b>\$44,466</b>	<b>\$39,526</b>
<i>Tri-County</i>	\$2,100	\$106,500	<b>\$95,850</b>	<b>\$85,200</b>
<i>Wine Country</i>	\$600	\$23,947	<b>\$21,552</b>	<b>\$19,158</b>