

## Chapter Forum Best Practices Submission

What is your Chapter's Best Practice? Is there a particular activity, event, method, technique, strategy or solution that has produced outstanding results for your chapter?

As part of the new Chapter Recognition Program, each chapter is to submit at least one best practice entry in one of the strategic categories: Education, Leadership, Information, and Advocacy. Please provide details of what your chapter's best practice is and why this best practice has worked for your chapter. You may turn in more than one best practice submission. Each submission should include the objective of the best practice, the methodology and the results. For your convenience, please feel free to use the following guidelines:

**Objective:** What is your best practice? Why did you select this practice? What are you trying to accomplish or improve? Who will benefit from the best practice?

**Methodology:** Provide specific details about your best practice. What was your process to implement your best practice? Does your process include committee work? How much time was involved? Is it an existing project or technique that you improved or is it new? Did it involve marketing, networking, or social networking? What type of research did it involve?

**Results:** Quantify your results. How many credit unions participated? How did it affect your chapter? Could this best practice be adapted in another situation to improve performance in other chapter activities? Will this become a standard practice for your chapter? If your best practice is an ongoing process, please include information about your preliminary results.

Please try to keep your submission to one page. Additionally, please indicate what category your best practice is in: Education, Leadership, Information, or Advocacy. A list of sample ideas are included below or you may select an idea of your own.

### **Best Practice Submissions are due on or before: October 15, 2009**

The purpose of the best practices submissions is to encourage the sharing of ideas, techniques and processes that have worked for your chapter, as well as learn from your peer chapters. All of the Best Practice Submissions will be collected and available as a resource for chapters on the League's Chapter website.

### **Best Practices Award Selection Process:**

The Chapter Awards Committee will review all submissions for consideration and select one "Best Practices" award in each of the following categories: Leadership, Education, Information, and Advocacy.

Award recipients will be recognized with a special award at the Chapter Forum and asked to present their "Best Practice" at the Best Practices Showcase at the Chapter Forum.

### **Award recipients will be announced by: October 22, 2009**

### **Best Practices Showcase:**

Chapters who are selected to receive the “Best Practices” award will be invited to present the details of their best practice at the Best Practices Showcase at Chapter Forum. Award recipients that are chosen to present at the Best Practices Showcase will be provided with details on how to prepare for their presentation.

### **Suggested best practices may include:**

#### **Advocacy:**

- PAC fundraising efforts
- Legislative visits
- Voter drives
- Grass roots efforts
- Support of League advocacy efforts

#### **Education:**

- RLCs
- Chapter meetings with educational content
- RMJ fundraising
- RMJ program support
- Effort to increase attendance growth at League events
- Local financial literacy efforts
- Shapiro CU educational efforts

#### **Information:**

- Chapter Meeting Attendance
- Promotion of good news stories in local media
- Creation and distribution of press releases in local media
- Promotion of League Business Services products
- Vendor related events
- Promotion of League award programs
- Promotion of attendance of League events

#### **Leadership:**

- Conduct programs aimed at future credit union leaders
- Participate in League affiliation efforts
- Number of credit union representatives serving on chapter, committees/task teams
- Participation in community projects
- CU participation in local Chamber of Commerce, Kiwanis, Rotary groups, etc.
- Leadership programs related to Shapiro CUs

If you have any questions, please contact Tracy Vasilias, Manager of Chapters & Electronic Education at 800.472.1702 ext. 6035 or at [tracyv@ccul.org](mailto:tracyv@ccul.org).