

2023-2025 First Presidents' Training of the Biennium

Brought to you by President Kathleen Clouthier
and the Delta Force Team





Communication, Cooperation, Connections,
to build **DKG** for the future



WSO Project: W.I.N. (Wisconsin Increases Newbies)

Communicate with potential members in person, if possible, their value to the community and the value of DKG membership.

Cooperate with each other and leaders to implement ideas to contact potential members, invite them to share their successes with us at meetings and provide the opportunity for them to learn more about DKG.

Connect with the educational community to achieve DKG exposure and to provide opportunities for women to join their local chapter.

COMMUNICATIONS & MARKETING

Membership - A New Way of Thinking

- In the past, we used a “scatter” approach to finding new members, casting out our message very broadly
- A better way of communicating with potential members might be more like a “laser,” using more focused one-on-one contact
- To foster better retention, contact dropped members directly (phone or face-to-face) and have a conversation
- In all communications with potential members, focus on THEM and their achievements and how the chapter needs them



How can we use many forms of communication to facilitate member recruitment?

GOAL: find the key women educators in our communities and invite them to join our chapters.

STRATEGIES:

- 1) make sure individuals get personal, direct invitations
- 2) make them part of your meeting's "program" rather than a passive observer. (Ask them to present something to your group.)
- 3) follow up quickly, personally, and directly

Keep inviting them and make them aware of DKG benefits relevant to their life.



Membership - A New Way of Thinking (con't)

Below are some ways in which we can “harvest” the identities of potential members. Look for award winners and other achievers in these “publications”...

- ✓ *Scan local newspapers and TV/radio/online news reports*
- ✓ *Regularly check websites of professional organizations (art, music, reading, etc.)*
- ✓ *Read daily announcements and newsletters of buildings/districts in your area*
- ✓ *Look at alumni publications from various colleges and universities*
- ✓ *Attend events at your local school and note the leaders (coaches, directors, etc.)*
- ✓ *Get recommendations from parents/children you know*





Educational Excellence

This is your year to shine!

Small investments, **BIG** outcomes



Recognize key women educators in your community.

- Nominate women educators
- Certificate of Recognition for Excellence in Education
- Provide a resource folder
- Invitations to...



LEADERSHIP

“Women belong in all places where decisions are being made. ... It shouldn't be that women are the exception.” -

Ruth Bader Ginsburg



INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS
DELTA KAPPA GAMMA™



Every DKG member is considered a leader – a woman who wants to make a difference.

How you choose to lead is up to you, but DKG offers support for that leadership in many ways:

- Through chapter and state organization opportunities
- International executive education seminars
- Professional learning experiences during international conferences and conventions (continuing education units are offered at some of these events and at many state organization meetings.)
- Through sharing of ideas in the DKG Communities and in the Discovery Learning Centre

Source: DKG International Website- the Leadership button— ***which is a circular gray icon with people in it with the word Leadership.***

For additional resources— log into the DKG International Website using your membership number and your password to sign in or use the default password: dkg2014society, click Resources, and then click the President button to find the Guidelines for Chapter Leader. It is a good resource for members who are new to leadership roles in your chapter.

DKG Website – Opportunities for Members



If a member is looking for:	Consider these opportunities:
Financial support for study beyond the bachelor's degree	<ul style="list-style-type: none"> – International scholarships – 30 scholarships available each year: – \$10,000 for doctoral study, \$6,000 for other graduate study, – State organization and chapter scholarships*
Financial support for one- time professional development	<ul style="list-style-type: none"> – DKG Educational Foundation Cornetet Awards – one- time individual awards of up to \$2,000 – State Organization Professional Development Awards* – Chapter grants*
Financial support for classroom/ school/community project	<ul style="list-style-type: none"> – DKG Educational Foundation Project Awards – State Organization Foundation grants* – Chapter mini-grants*
Leadership training for professional growth	<ul style="list-style-type: none"> – International Leadership/Management Seminar – graduate training valued at more than \$8,000; if selected to attend, recipients pay a registration fee – International conventions/conferences – State organization conventions/conferences* – State organization leadership seminars* – Society sponsored parliamentary training
Speaker or presenter opportunities	<ul style="list-style-type: none"> – International Speakers Fund speaker on topics of personal/professional expertise – Chapter programs – Area, state organization, international workshops – Keynote speakers at Society meetings

Continued from the DKG Website – “Guidelines for Chapter Leaders” -- Opportunities for Members



Emergency assistance Member has a major loss from floods, tornados, earthquakes, or other catastrophic event of nature.	<ul style="list-style-type: none"> – International Emergency Fund, \$500 per event, per member
Recognition for an earned doctorate	<ul style="list-style-type: none"> – Listing in program and recognition at international convention
Leadership opportunities in a nurturing environment	<ul style="list-style-type: none"> – Chapter officer/committee chair/member positions – State organization committee member/chair – State organization officer positions – International committee member/chair – International administrative board member/officer
Service to community/state/the world	<ul style="list-style-type: none"> – International Schools for Africa project support – Support for local early-career educators – State organization service project support* – Chapter service project participation*

This slide and the previous slide were copied from “**Guidelines for Chapter Leader**”, pages 37-38, with permission from DKG International. This can be found on the DKG website under Resources, then President.

Alpha Omega has great ideas

Prospective Card

Personal Invitation to meeting inside home made rose card.

Prospective members via email with personal invitation to meeting inside homemade rose card.

Brochure about our chapter with information on our web page and Facebook page.

Business Cards with our website and Facebook page - some being passed out at fundraiser rummage sale. Now being personally handed out.

Chapter Newsletter with LOTS of photos.

You can request examples of our letters and newsletters from the WSO Membership Team.



Membership is our Business (card)



Alpha Omega Chapter

GET TO KNOW US! CHECK
OUR FACEBOOK PAGE
ALPHA OMEGA CHAPTER—
DKG-LA CROSSE, WI
AND WEBSITE [https://
foxrox54601.wixsite.com/
alpha-omega-chapter](https://foxrox54601.wixsite.com/alpha-omega-chapter)

Be sure to mentor your new members when they join your chapter. You can assign another member to be their mentor.



Phi ideas

1. Maintain contact with current members. Attendees contact missing members.
2. Nominate new members using the DKG International membership plan and use follow up letters.
3. Have resources. Publish Chapter meetings dates so you can share. Maybe we could even do this statewide if we have Zoom capabilities
4. Think about what people are looking for. Are they looking for learning or for socialization. Have an exit ticket—what did you learn at this meeting. It may be something you didn't know about a member.



International Website

Update MyDKG

Make sure that every member of your chapter has correct email address (not work address) and correct phone number.

Make sure that every member knows that Wisconsin has lost about 36% of their membership since 2010.

Share at least one resources from the International website at each meeting. Assign a member to choose and present one.



Delta Force and Monday Membership Minute

Be sure to share with each of your members.

Let us know if you want something included or change how we do our Minute.

Our goal is to communicate every 2 weeks (or so).

Members of the team are Heather Thomas-Flores, Julie Trafton, Carole Henning, Barb Cody, and the Membership Committee—Barb Albrechtson, Sandy Stallings, Michelle Sladky and Roberta Gale.



Steps to be successful in gaining new members. Not easy but necessary.

AWARENESS

ENGAGEMENT

INDUCTION

ORIENTATION

UNIFICATION

RETENTION

