

12 STOPS - ROAD TO RECOVERY

Message to NMBBAA members!

Action Plan:

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1. **Craft a compelling message:** Develop a clear and concise *“Call to Serve”* that emphasizes the critical need for new leaders to step up and help revive the chapters. Communicate the purpose and importance of joining the board of directors for the NMBBAA chapter. Highlight the benefits, opportunities for growth, and the impact these chapters can make in their communities.
2. **Utilize multiple communication channels:** Disseminate the “Call To Serve” message through various channels (e.g., Facebook, LinkedIn), email, social media, local networks, newsletters, and the NMBBAA website. Leverage the existing network of NMBBAA members and affiliated organizations to amplify the reach.
3. **Engage current members:** Encourage existing NMBBAA members within the Kansas City Chapter to share the call to serve with their networks and personal connections. Word-of-mouth recommendations can be highly effective in attracting potential leaders. Your network is your net worth.
4. **Collaborate with NHQ:** Engage with the National Headquarters of NMBBAA to seek their support in promoting the “Call to Serve initiative. Leverage the National BODs resources and networks to identify potential leaders who may be interested in helping us revitalize the chapters.
5. **Provide clear instructions:** Include details on how interested individuals can express their interest in joining the board of directors. This may involve submitting to an interest form, attending an informational meeting, or contacting specific individuals for further discussion.
6. **Emphasize the desired skills and qualifications:** Outline the key qualities, skills, and experiences that are sought in potential board members. This will help interested individuals self-assess their suitability for the role and ensure alignment with the chapter's and NMBBAA’s mission statement.
7. **Offer support and guidance:** Assure potential board members that there will be resources, training, and mentoring available to support them in their leadership roles. This can help alleviate concerns about the responsibilities and time commitments involved.
8. **Establish a deadline:** Set a deadline for interested individuals to express their interest or submit an interest form application. This will provide a sense of urgency and allow the chapter to move forward with the selection process in a timely manner.
9. **Provide support and resources:** Develop a comprehensive support system for the chapters in need. “LIFELINE”. (e.g., phone a mentor who will be legacy, past presidents, BOD leadership). Offer leadership training to bridge

the understanding of NHQ operations vs. Chapters, provide networking opportunities, and guidance on chapter management and operations. Collaborate with NHQ and other successful chapters to gather resources and best practices.

10. **Engage current members:** Actively communicate with current members (use PropFuel) of the struggling chapters to express the importance to their involvement and encourage them to support the revitalization efforts. Their input and insights can be valuable in identifying potential leaders or addressing underlying issues. A great way to get them more engaged with our organization.
11. **Implement the “Road to Recovery” strategy:** Develop a strategic plan that outlines specific steps and milestones to guide the revitalization process for each chapter. This plan will address member engagement, leadership recruitment, financial stability, programming, and community outreach. As we review what is working well and pitfalls, I can adjust the strategy as needed.
12. **Monitor progress and provide guidance:** Establish a system to track the progress of the “revitalization” efforts for each chapter who is dormant. Provide ongoing guidance, support to the new leaders, and ensure they have access to necessary resources.

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