The Secret to Getting More Members Involved
With Leadership Strategist Cynthia D'Amour, MBA

Get beyond “We’ve always done it that way!”

- Own your results
- Allow others to play

Showcase value of involvement – hit hot buttons

a. Learn = Personal/professional development

b. Help = Contribution to a greater good

c. Meet = Community

Use hot buttons to boost attractiveness

1. Use hot buttons in every message!

2. 3-color audits

3. 100% leadership trained

Final Thought
Get Flexible to Keep Your Volunteers
With Leadership Strategist Cynthia D'Amour, MBA

Design flexible member opportunities

<table>
<thead>
<tr>
<th>Time/Frequency</th>
<th>Once</th>
<th>Monthly</th>
<th>Weekly</th>
</tr>
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<tbody>
<tr>
<td>5 minutes</td>
<td></td>
<td></td>
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<tr>
<td>1 hour</td>
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<td>2 hours</td>
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<tr>
<td>Multiple hours</td>
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Yes and...

Give great thanks

1. What
2. Details
3. Impact

Appreciation experiment

Ah-ha’s to apply with your post

Final Thought:
Delegate So the Work Gets Done
With Leadership Strategist Cynthia D'Amour, MBA

Zip, Zap, Zop!

4-Step Process for Delegation

1. The offer

2. Confirmation

3. Monitor and adjust

<table>
<thead>
<tr>
<th></th>
<th>Little Experience</th>
<th>Lots of Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Little Trust</strong></td>
<td>Hands-On</td>
<td>Early checks for competency</td>
</tr>
<tr>
<td><strong>Lots of Trust</strong></td>
<td>Hands-On</td>
<td>Periodic checks for resources and insights.</td>
</tr>
</tbody>
</table>

4. Completion
Common challenges to getting work done

- People do not do work as promised

- No one willing to do the work

- No time to teach others

Final Thought:
How to Lead a Team
Of Diverse Volunteers Successfully
With Leadership Strategist Cynthia D'Amour, MBA

Stages of Team Development

1. Forming
2. Storming
3. Norming
4. Performing

Strategies that work:

1. Think facilitator

2. Celebrate an abundance of "rights"

3. Focus on movement

4. Ask good questions

5. Be prepared

6. All voices are equal and invited

7. Build Trust
Leverage the diversity of your team

What did you learn?

A few more strategies to facilitate strategic conversations more smoothly...

1. Ask for understanding

2. Make it visual

3. Give it time

4. Look for the "best solution"

5. 5-4-3-2-1 Voting

Final Thought
Design Meeting Experiences  
Members Want to Attend  
With Leadership Strategist Cynthia D’Amour, MBA

Up-Front Design Issues

1. Fresh is a MUST.

2. It’s all about the experience.

3. Active vs. passive participation.

4. Keep reporting to a minimum.

5. Does it matter that I showed up?

6. Do you really want me there – give good notice?

7. Is it easy to sign up?

Determining potential success...

1. Benefits

2. Testimonials

3. Dramatic difference from current marketing place
The Meetings Experience Design Elements

1. Topic/Focus
   • Main content?
   • Is it overused in your space and/or community?

2. Title = Hook + Subtitle (Secret to promotion)
   Critical for catching eyes!
   Sample Hook Formats:
   • Challenge
   • Promise
   • Outrageous
   • Double entendre
   • Paints a picture
   • Sounds fun
   • Riff on holiday or pop culture
   Subtitles clarify value: verb + benefit

3. Learn
   • What can people learn at your experience?
   • Key content

4. Help
   • How can/will people help at your meeting or by simply attending your meeting?
   • Might be a whole group thing
   • Or ways for some individuals to help

5. Meet
   • How do you create a safe way for people to meet each other?
   • Can be a networking activity
   • Or included in program delivery – content or experience

6. Make it FUN!
   • How do you make your meeting enjoyable?
   • And memorable?
The Meetings Experience Worksheet

Created by:

Type of meeting:

1. Topic – Key Content (Is it overstated?)

2. Catchy Theme/Title for meeting

3. Learn

4. Help

5. Meet

6. Make it FUN!
Personal Plan of Action for

__________________________________________

3 Keepers or Ah-Has:

#1: ________________________________________

#2: ________________________________________

#3: ________________________________________

Three next steps for me:

#1: ________________________________________

#2: ________________________________________

#3: ________________________________________

Three next steps for my team:

#1: ________________________________________

#2: ________________________________________

#3: ________________________________________
About Cynthia D’Amour, MBA

Cynthia D’Amour, MBA, Leadership Strategist, is the President of People Power Unlimited based in Ann Arbor, MI. She works with associations that want to get more members involved and organizations that want to develop their leaders.

Cynthia is the author of seven books including: The Lazy Leader’s Guide to Outrageous Results, How to Recruit Generation Me, How to Turn Generation Me Into Active Members of Your Association and Networking: The Skill the Schools Forgot to Teach.

Cynthia’s website provides resources and tools for chapter leaders http://www.peoplepowerunlimited.com

Having served more than 67 total years on volunteer boards and recruited more than 250 members, Cynthia D’Amour knows firsthand the key issues that association leaders face every day in dealing with today’s members.

Cynthia is a certified teacher with a degree in marketing from Michigan State University. She’s completed extensive graduate work in teaching methodologies and communication. Cynthia earned her MBA with an emphasis on Association Leadership from the University of Phoenix.

Cynthia taught eighth grade for five years specializing in a hands-on cooperative learning style that promoted learning in all students. As a manager for Macy’s, her relationship-building strategies with clients increased sales 183%.

As the Vice President of Communications and Member Services of the Michigan Association of CPAs, Cynthia’s team received recognition from the American Society of Association Executive’s Associations Advancing America program.

Cynthia has served on the American Society of Association Executives (ASAE) Foundation’s Innovative Grants Program team. She has also served on the Foundation’s Development team, ASAE’s Strategic Research Committee and is a Component Relations Section Council’s Past Chair. Currently Cynthia is the Engagement Chair for the Professional Development Section Council.

Cynthia is a regular speaker for ASAE and was the top speaker at the 2011 annual meeting. Her articles are published frequently in association leadership publications.

When not working, Cynthia loves spending time with her husband and two dogs GiGi and Ruby. She performs around Metro Detroit with her improv troupe Modest Hawties.