MODULE 1

DEVELOPING LEADERSHIP

IN THE CHAPTERS AND BCHW (1)

Prepared by the BCHW Membership Development Committee

Our goal here is to find, mentor and support continuing leadership in the chapters and BCHW. First, we must recognize that when we talk about leadership we are not talking just about the president, vice president, etc. It starts with the simplest jobs where someone shows the way or influences others. The future of BCH depends on having knowledgeable, motivated, effective and dedicated leaders at all levels.

This does not come overnight but must be developed through growth in the chapter. A person cannot be expected to take a major role immediately upon joining a chapter. However there are many opportunities to become familiar with the chapter, BCH and the responsibilities of many leadership positions.

There can be over 50 volunteer opportunities in a chapter. Some will be commitments for a year or more while some may be for short term projects, such as a fundraiser. Some may require a specific skill, such as accounting while others may just require some mentoring and training by a previous office holder.

For a person to be successful in any position they must feel comfortable and enjoy doing the work. The last thing we need is a volunteer that does not want the job as that can create more work for others.

We do this by showing chapter members what BCH has to offer in such a manner that it resonates with them and aligns with their goals and priorities. We want our prospective leaders to see the value of BCH so that they are excited about being part of the leadership team. The marketing plan must be tuned to the audience, vibrant, moving and current.

Being a volunteer organization we can experience frequent turnover of leaders. This should be expected and encouraged as we involve more of our members and experience fresh ideas. As the transfer of responsibilities take place we want a smooth transition for the sake of the organization and the volunteer. Effective mentoring and documentation of responsibilities is important.

Leadership is part of membership because without the leaders BCH cannot succeed. In addition, to hold a person’s interest in maintaining an active membership they must feel appreciated, welcome and part of the organization. This can be accomplished by them being involved in the leadership.

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We realize that not all chapters are the same and that there is no “one size fits all” for developing leaders. Fortunately there are many approaches and the chapters can select the methods that best suit your chapter resources. The key is that BCHW is not an empty warehouse, we have a great product that provides many rewards to leadership. We just need to make people aware of the product in a positive and inviting way.

OUR APPROACH:

* Who is our Audience
* Where do we find our audience
* What resistance to leadership do we need to overcome
* What does BCH leadership offer
* What marketing materials do we have
* How do we reach out to prospective leaders