

People Power Unlimited

Active Chapter How-To Videos

(Updated October 1, 2015)

This is a list of videos Cynthia D'Amour, MBA created for use in the Chapter Leaders 2.0 Lab program – as well as for her new video rental program. (Think Netflix for chapter leaders.)

Any of the videos listed below are available in the Lab - as well as potentially for rent for chapter leader areas on association websites.

How-To Intensive Videos are 12-22 minutes long PLUS a supporting tool to save you time

Fast-Answer How-To Videos are usually 4-5 minutes long and totally focused on immediate answers.

The videos are organized based on Cynthia D'Amour's Active Chapter Blueprint. *(Blueprint can be found on last page.)*

Step 1: Your Chapter's Irresistible Story

Attract Happy Active Members with Your Chapter's Irresistible Story PLUS The Irresistible Story Guide

The first step and foundation for building a chapter filled with happy active members is developing your chapter's irresistible story.

Everything else in your chapter *(when designing for happy active members)* is built from this story.

In this video, you will learn:

- Why **stories matter** to Happy Active Members (HAMs)
- **4-step formula** for creating **your chapter's irresistible story**
- How to **customize** your story for **even bigger results**

PLUS Designing Your Irresistible Story Guide

(Time 11:17)

Step 2: Memberology - Understanding Your Members

The Heart of Making Your Chapter Irresistible for Happy Active Members PLUS HAM Challenge

Can you imagine your chapter filled with happy active members? This video will teach you how to create a foundation for your chapter to become a magnet for happy active members!

In this video, you will learn:

- 2 keys to **Memberology**
- **Who** your happy active members are
- **Major mistakes** chapters make that **repel active members**
- Answers to **common concerns** about happy active members
- How to do the **Happy Active Member Challenge**

PLUS: The Happy Active Member Challenge Worksheet

(Time 13:50)

The Secret to Boosting ALL Your Numbers PLUS Memberology Starter Sheet

Want to grow your chapter? Get more volunteers? Boost attendance at chapter experiences? This video will show you how.

In this video, you will learn:

- How using **Memberology can boost your numbers**
- How to **get started** with memberology
- Your **eventual goals** for happy active members
- 3 strategies to **create HAM profiles**
- **4 biggest mistakes** to avoid to **save time and do with more ease**

PLUS The Memberology Starter Sheet

(Time 14:46)

Who Are Your Potential Members?

When you know who your ideal potential happy active members are, they are much easier to recruit.

In this video, you will learn how to:

- Avoid the **most common mistakes**
- Create your **IDEAL potential member avatar**
- **Find potential members with ease!**

(Time 5:57)

NOTE: *Creating the IDEAL potential member avatar is very easy to do if you have done your Memberology Starter Sheet from The Secret to Boosting All Your Numbers video found in Step 2.*

Make Your Chapter an Easy "Yes" for Decision Makers

It is much easier for members to join and show up when their decision makers want them to be involved.

In this video, you will learn:

- What **decision makers are looking for** from your chapter
- **Eight ways to showcase involvement** in your chapter **as valuable**

(Time 4:36)

Using Memberology to Inspire Action

Call to Action: The Most Forgotten Simple Powerful Tool PLUS CTA Audit Challenge Audit Checklist

If you want to get bigger results when you ask people to sign up, show up and/or join, this video will help you!

In this video, you will learn:

- What is a **Call to Action (CTA)**
- Why CTAs are **super important for chapters**
- 5 tips **how to use** CTAs
- **5 places** your chapter should use CTAs to **inspire more happy active members**

PLUS CTA Audit Challenge Checklist

(Time 12:47)

Make Your Members Want to Grow Your Chapter

Wish your members would help out more when it comes to recruiting new members?

In this video, you will learn:

- Your **biggest challenge** to getting member support
- The **easiest solution**
- **Three irresistible growth strategies**
- One **very big CAUTION!**

(Time 5:34)

Make it Fun to Grow Your Chapter

Many of your members have a shortage of fun in their lives.

- This means opportunity time for you!
- When you infuse fun in growing your chapter, your team of recruiters grows with ease.

In this video, you will learn:

- Three **biggest mistakes to avoid**
- How to do the **Grand Project Pull**
- **Recruiting games members want to play**

(Time 4:20)

Beyond "No Time" - How to Get More Members on Your Committees

"No time" is the polite way to turn down serving on a committee.

- Everyone is doing it.
- No one has extra time.
- AND it can be a meaningless brush off.

Watch this video and you may be surprised at the real reason potential committee members say "No!" to you.

Learn the three major reasons why people may decline your invitation to volunteer – and what you can do about them!

(Time 6:09)

Step 3: The Amazing Meetings System - Create irresistible experiences for HAMS

An Amazing Year of Programs Made Easier with a Defining Statement PLUS Defining Statement Formula Guide

Wish your meetings were packed with Happy Active Members? When you have dynamic programming, getting people to show up becomes much easier!

In this video, you will learn:

- What a **defining statement** is
- **5-step formula** for creating a defining statement
- What kinds of defining statements **make big impact**
- Answers to **common questions**

PLUS Defining Statement Formula Guide

(Time 21:42)

Design Meetings Happy Active Members LOVE to Attend

Creating fabulous meeting experiences is one of the easiest ways to boost attendance, get more volunteers and more!

In this video, you will learn:

- **5 Reasons** why **meetings matter**
- **3 keys** for designing **meetings members LOVE to attend**

PLUS 6-part template to make designing meetings **easy to do** and **save you time!**

(Time 18:43)

Make Meeting Others Easy to Do: Get Members Mixing at Your Meetings

Members who stick around usually have at least FIVE fairly close relationships in your chapter.

In this video, you will learn:

- **Two things** members need to **launch lasting relationships**
- **Three ways** to **help members expand their friendships** in your chapter

(Time 4:51)

Get More Members to Your Chapter Meetings with a Great Hook

Your members are bombarded with gazillions of promotions every day.

If you want members to show up for you, you've got to first get their attention with a great hook.

In this video, you will learn the simple two-part formula to create attention-grabbing hooks

(Time 3:34)

NOTE: *This video is one of the shortest videos and can have some of the biggest impact when used with experiences created using your chapter's defining statement for programs.*

Step 4: Impact Opportunities - How happy active members move your mission forward

Quickie Impact Opportunities: Big Impact for Your Members and the World PLUS Quick Impact Opportunity Planning Guide

Happy Active Members want to make an impact big and small when involved in your chapter.

Quickie Impact Opportunities are a fun way for members to take a few minutes and collectively do a lot of good.

In this video, you will learn:

- What a **Quickie Impact Opportunity** is
- How one effort **impacted the world and the future in just days**
- **7 simple steps** for your chapter's own Quickie Impact Opportunity

PLUS Quickie Impact Opportunity Planning Guide

(Time 20:40)

Get More Volunteers By Being More Flexible

If you are tired of hearing that people have “no time” for volunteering, it’s time to add more flexible opportunities beyond the classic once a month committee meeting to your mix.

In this video, you will learn five fast impact opportunities members can do – and still have a big impact on your chapter.

(Time 5:29)

Using Hot Buttons: The Secret to Attracting More Volunteers

Are you struggling to get volunteers?

Sometimes just framing the opportunities differently is all that stands between “no time” and “I can’t wait to volunteer!”

In this video, you will learn:

- **Common painful mistakes** to avoid
- The **alternative approach** that works with ease
- The **three hot buttons** that **make people say “Yes!”**

(Time 4:46)

Managing Impact Opportunities

Give Great Thanks - And Keep Volunteers Coming Back

Appreciation is a must-do if you want to keep your volunteers.

In this video, you will learn a simple, three-part formula for giving thanks volunteers love to get – and may even change their lives!

(Time 4:38)

Avoid Black Mold In Your Chapter: Turn Grumpy Members into Happy Campers

Grumpy members can be like black mold in your chapter – doing a lot of damage before you even realize it.

In this video, you will learn three simple strategies to make an early course correction – and miss out on a major mess.

(Time 5:29)

Boost Member Value on Conference Call Meetings

Are your conference calls a complete and frustrating waste of time – or something your members eagerly look forward to attending?

In this video, you will learn simple strategies you can use to boost involvement and member value when you lead conference calls.

(Time 4:16)

After the Retreat: Survive the REAL Launch of Your New Team

You hold the team kick-off and it feels great. Everyone is excited and nice to each other.

Then comes the REAL launch of your new team. It can be brutal if you don't understand what is going on.

In this video, you will learn:

- The four phases of team development
- Three strategies to ease the process
- How to address the three biggest challenges

(Time 4:58)

Don't Let Your Leaders Lose Momentum - Finish Your Year Together

Your team started out filled with enthusiasm for the year ahead.

A few months into the year, it's easy for the work to become overwhelming – and for leaders to start checking out.

You don't have to let that happen.

In this video, you will learn three simple strategies to protect your team's momentum so you finish your year together!

(Time 3:49)

Step 5: Membership on Fire - Launching Happy Active Members

7 Keys to Successfully Recruiting Happy Active Members PLUS 7 Keys to Successfully Recruiting HAMs Checklist

Do you want to fill your chapter with Happy Active Members? Recruiting Happy Active Members is different than traditional recruiting - and this video will take you through the process step-by-step.

In this video, you will learn:

- 3 **best times to recruit** Happy Active Members (HAMs)
- 3 **biggest recruiting mistakes** recruiting HAMs
- 7 keys to **successfully recruiting HAMs** - with actions to take right now!

PLUS 7 Keys to Successfully Recruiting HAMs Checklist

(Time 20:57)

Recruit a Team of New Members in ONE HOUR or Less! PLUS Strategic Planning Checklist AND Agenda Template for One-Hour Recruiting Event (Two videos)

Recruiting new members just got a whole lot easier with this team of plug-and-play videos to help you recruit new members in an hour or less!

In these two videos, you will learn:

- Why **stand-alone, one-hour events can be powerful**
- **Prep-work walk-through** to make **planning strategically easy to do**
- How to **create an agenda** that makes **potential members excited to join** your chapter
- Answers to **five FAQs**

Video #1 walks you through the strategic prep decisions you'll need to make to plan a successful event.

PLUS Strategic Prep Checklist for One-Hour Recruiting Event

(Time 19:14)

Video #2 walks you through the actual agenda so you can see how everything works together

PLUS Agenda Template for One-Hour Recruiting Event

(Time 21:41)

You've Only Got 90 Days to Turn New Members into Happy Active Members PLUS First 90 Days Template

Once new members say "Yes!" to joining your chapter, the clock starts ticking to see if they will become Happy Active Members.

Learn what it takes to make the transformation successful - and easy to do!

In this video, you will learn:

- The **biggest mistakes** people make with membership
- Welcome to the **Membership** - the **magic frame**
- How to create a **dynamic plan** for the **first 90 days**

PLUS The First 90 Days Template

(Time 21:49)

Grow Your Chapter with Ease - Forget Recruiting: Make Guests a Priority

Let's be real... Most of your members hate the idea of trying to sell others a membership in your chapter.

Take the pressure of my simply asking your members to bring guests with them.

In this video, you will learn five ways to make bringing guests the thing to do.

(Time 5:51)

Clique-Busting: How to Make Your Chapter More Welcoming

Walking into a room full of people standing in "tight" groups can take people straight back to the insecurities of high school.

In this video, you will learn why it looks like members are in cliques – and six ways you can help warm up your chapter experience to make it more welcoming.

(Time 5:44)

Advanced Membership

Stop Repelling Your Future Leaders

What if there were members who were interested in being your chapter's future leaders – but decided to skip it because you made it seem too hard to do?

In this video, you will learn three ways your actions may be unknowingly repelling future leaders.

(Time 6:46)

Step 6: Your Chapter's Strategic Future

The Magic of Listening: Give Members a Bigger Voice to Boost Involvement

People support what they help create.

In this video, you will learn **four simple ways** to **boost involvement** by **listening to members**.

(Time 4:57)

Step 7: Breakthrough Leadership

Fiduciary Duties: What Every Board Member Needs to Know

When you say "yes" to serving on your chapter's board, there are legal implications for leaders you need to be aware of.

In this video, you will learn the basics of fiduciary duties so you understand what board behavior is legal – and what is not.

(Time 8:00)

Make Your Agenda a Power Tool

Your agenda, when used well, can be your partner in getting more accomplished at meetings – and making your team happy they showed up.

In this video, you will learn:

- How **timing impacts** agenda **potential power**
- **Agenda basics** – a la Robert's Rules
- Four **power agenda strategies**

(Time 6:29)

Create Strategic Meeting Time by Using a Consent Agenda

You want to add more strategic discussions to your meetings but you really don't have time on your agenda to do it.

Using a consent agenda can open up time for more creative discussion in your meetings.

In this video, you will learn:

- What a **consent agenda is**
- How to **create a consent agenda**
- How to **use a consent agenda to save you time**

(Time 5:57)

LeaderEase

Stop Your Burnout NOW!

You do not get paid enough as a chapter leader to be willing to be burned out.

Take the video quiz to see how burned out you are – and learn four strategies to help prevent or stop your burnout.

(Time 5:47)

Re-Energize Your Board Mid-Year

Have you ever gone through a buffet line and taken way too much food?

Sometimes that happens to boards as well. You keep filling up your plates without letting anything go.

In this video, you will learn three simple strategies to help you board get realistic and revitalized halfway through the year.

(Time 4:28)

3 Big Challenges of Outgoing Leaders

How you wrap your term of office will strongly influence how people remember you as a leader – no matter what you did all year long.

In this video, you will learn the 3 big challenges of being an outgoing leader – and what you can do about them.

(Time 5:34)

Set Your Successor Up for Success

You worked hard all year. Keep the momentum of your work going strong by setting your successor up for success.

In this video, you will learn how to save a ton of time by simplifying your year into five key things you need to share.

(Time 4:11)

Active Chapter Blueprint Worksheet

By Cynthia D'Amour, MBA

Step	Problem	Description/ Solution	Transformational Benefits	Tools and Resources
Step 1: Irresistible Story Formula	Your chapter is a best kept secret – even to your members!	Craft your story and find your message	<ul style="list-style-type: none"> * Freedom to make a difference * Attract happy active members 	* Superhero Blueprint
Step 2: Memberology Blueprint	It's a struggle to get members to do anything	Create a guide to your members	<ul style="list-style-type: none"> * Gain understanding * Effectively communicate chapter value to members 	<ul style="list-style-type: none"> * Happy Active Member Process * Memberology Framework
Step 3: The Amazing Meetings System	No one shows for meetings	Create your template for amazing meetings	<ul style="list-style-type: none"> * Meeting planning becomes easier * Meetings are huge value * Meetings packed with members 	<ul style="list-style-type: none"> * Defining Statement Formula * Amazing Meetings Template
Step 4: Impact Opportunity Formula	Only a few volunteer	Design opportunities members love	<ul style="list-style-type: none"> * More volunteers * Move chapter's mission forward in bigger ways 	* 5 Types of Impact Framework
Step 5: Memberhood on Fire Blueprint	It's hard to recruit members who stick around	Create a powerful Memberhood	<ul style="list-style-type: none"> * More happy active members * Less work * Easy recruitment 	<ul style="list-style-type: none"> * HAM Recruiting System * Memberhood Framework
Step 6: The Strategic Future Formula	Getting beyond "We've always done it that way."	Develop a future-focused leadership approach	<ul style="list-style-type: none"> * Exciting chapter * Stronger story * More supporters 	<ul style="list-style-type: none"> * Amazing Chapter Exercise * Strategic Action Planner
Step 7: Breakthrough Leadership	Feeling burned out	Transform your leadership results	<ul style="list-style-type: none"> * Newfound confidence * Easier results * Less stress 	* Breakthrough Leadership Blueprint

Need help? Go to: <http://www.peoplepowerunlimited.com>