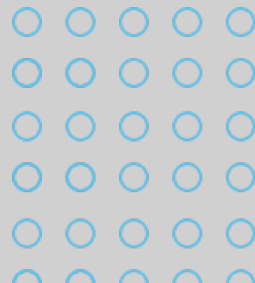


The unifying voice for advertising

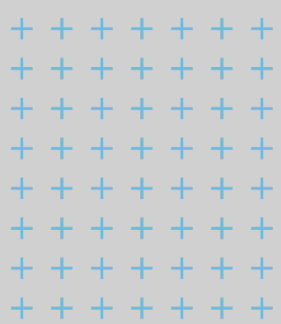
succession planning





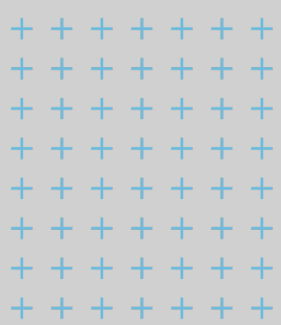
succession planning

Creating long-term goals and strategies to strengthen your club year-to-year



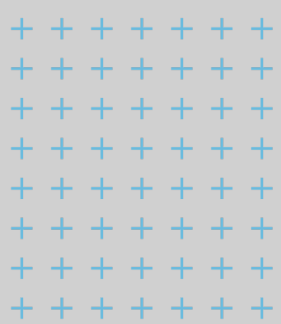
board structure

- **Review By-Laws**
(job descriptions, term limits, etc.)
- **Past-President Council**
- **Offer Training & Conference Attendance**
- **Require “Passing of the Torch” Meetings**
- **Consider Best Communication & Project Management Options** (example: slack vs email)



committees

- **Start With Small Tasks**
- **Leverage Club Achievement
As A Playbook**
- **Keep Great Records**
- **Great Way To Recruit Members**
- **Chairs: Mentor/Train/Recruit**
- **Communication Is Key**
- **Complainers = Best Volunteers**



strategic plan

- **Identify Individual Talents & Relate To Board Role**
- **Diversity** (gender, race, age, jobs, Etc.)
- **Mix Of Experienced & New Members**
- **Training Opportunities = Board Retreats, Mid-Year Check-ins, Conferences**
- **One-on-One Check-Ins**
- **Be Clear** (and honest) **About Roles & Responsibilities**



social



AAFNational



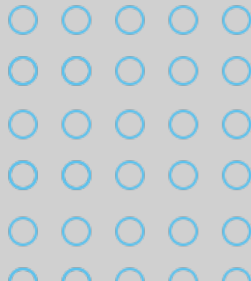
American Advertising Federation

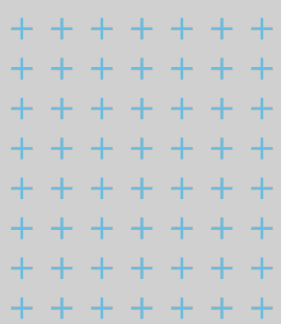


AAFNational



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thank you

