

Community Services Guide



NMA's NEW
Chapter Leader Training Series

Chapter Leader Training

Community Services Guide



NMA... THE Leadership Development Organization

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Community Services Guide

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CHANGES TO THE 2019 NMA SPEECH CONTEST

A reminder to Chapters and Councils as you prepare for your 2019 NMA Leadership Speech Contest. Due to the elimination of the East and West CLT Level of competition, contestants will advance from either the Chapter or Council Level directly to the National Finals Level Contest.

Original Speech Contest!	Changes for 2019
<p>Chapter Level Contest</p>	<p>Chapter Level Contest <i>No Change</i></p>
<p>Council Level Contest <i>(waiver to be submitted if Council is not available)</i></p>	<p>Council Level Contest <i>No Change</i></p>
<p>CLT (Area) Level Contest <i>Chapters/Councils financially support contestant</i></p>	<p>CLT (Area) Level Contest <i>Eliminated in 2019 No expense to Chapters/Councils</i></p>
<p>National Finals Level Contest <i>4 finalists - NMA Speech Contest Fund financially supports contestants</i></p>	<p>National Finals Level Contest <i>Chapter/Councils winners advance to the Finals. Chapters/Councils cover the cost of transportation to the Finals for contestant and 1 chaperone. NMA Speech Contest Fund covers the cost of 1 hotel room for 2 nights, prize money, and 1 meal stipend for the contestant and 2 guests.</i></p>

PURPOSE

Chapters are encouraged to support worthwhile community projects that allow the chapter, organization, or company to become a "good" citizen. There are a variety of community activities that chapters of all sizes can become active participants in. Establishing a committee is essential and is very simple to organize. Recruit chapter members who enjoy working with young people and who are interested in becoming involved in the Community Services area. Questions, comments or suggestions concerning this guide should be directed to NMA Headquarters.

PARTICIPATION

1. DETERMINE THE SCOPE OF YOUR CHAPTERS PARTICIPATION

Ask yourself the following:

What Do You Want to Do?

Find out which community activities your members are currently involved with and see if they are willing to perform them as an NMA activity.

Who Do You Want to Reach?

Consult with other groups in your organization to be sure you are not duplicating efforts or "stepping on toes." You may want to share sponsorship of several activities.

How Do You Want to Reach them?

Examine the public relations benefits of your activities and work with your PR committee to obtain publicity that benefits the chapter, the organization, and the community.

What Are the Needs within Your own Chapter?

Look at your organization's goals to tie some of your projects to them. Document these and inform your upper management of the effort. Be careful to watch that fine line between an activity and a political action. Check your constitution and bylaws for political activity clarity.

Become an Award Winning Community Services Chapter!

Chapters need to participate in NMA's Award Program to be automatically entered to earn a Chapter Community Services Award. (Details are outlined at the end of this workbook.)

2. SET GOALS, ESTABLISH A PLAN OF ACTION, CREATE A TIMETABLE FOR THE YEAR'S COMMUNITY SERVICES ACTIVITIES, AND REPORT THOSE ACTIVITIES TO NMA ON CAR-1 FORM MONTHLY.

PROJECTS AND ACTIVITIES

The first part covers suggested “Projects” such as the NMA Leadership Speech Contest. The second part, “Other Community Service Activities” provides a list of activities that Chapters may want to pursue and adapt to their chapter's needs. Both parts are designed to stimulate interest but are by no means the only ones acceptable. Chapters may pursue activities or projects that are not listed in this guide.

Contact NMA for clarification and guidance to insure that proposed activities meet award requirements.

THE NMA LEADERSHIP SPEECH CONTEST

Purpose

To promote a better understanding of Leadership in the world today among high school students grades 9 – 12 (includes home schooled students).

To involve youth in researching, writing and delivering a speech on Leadership. See the Speech Contest Planning Guide for examples of speech topics.

To provide an incentive for the development of communication skills that is vital to those entering the work force.

To provide winning students financial rewards that will help them further their formal education or assist them in their careers.

The NMA Leadership Speech Contest Planning Guide is available to chapter leaders to assist in conducting and promoting the speech contest. Contact your director or NMA headquarters for further information. <https://nma1.org>

JUNIOR ACHIEVEMENT

Purpose

To teach students about business and economics.

To help students become better informed citizens, consumers, and strong believers in the private enterprise system.

Guidance

For more information on ways to get involved, contact Junior Achievement, Inc., One Education Way, Colorado Springs, CO 80906, (719) 540-8000 or www.juniorachievement.org

PROMOTING MATH AND SCIENCE IN SCHOOLS

Examples of chapter initiatives:

- Girls Exploring Math and Science
- Odyssey of the Mind
- Judging Science Fairs
- Design Challenges
- Remotely Operated Vehicle Program
- Outdoor Education Programs

COMMUNITY SERVICE ACTIVITIES SUGGESTIONS

- Ask local high school or college students to attend monthly meetings. Introduce students and have them make a short presentation on their career goals, etc.
- Conduct a tour of your facility for a local Girl Scout or Boy Scout troop.
- Sponsor student essay contests. Prize could be savings bond or tickets to sporting or cultural event (if not restricted to employees' children only), etc.
- Make presentations to schools. Remember adult education as well as student education.
- Sponsor/Participate in a traveling exhibit.
- Sponsor/Participate in a book fair at a school, or within the company. Invite an author to sign books at a meeting. Promote local authors.
- Sponsor/Participate in a medical function, i.e., blood analysis, blood pressure checks in facility for several days, or have a medical specialist or doctor as a speaker.
- Sponsor films for schools or the general public. These can be rented or borrowed from NMA or other places.
- Auction off a company executive for hours of an executive's time.
- Utilize NMA retirees to assist with community activities. Sometimes they have more time and would like to stay involved.
- Provide judges at a local Science Fair.
- Be a resource for new career opportunities. Make presentations or invite students to your facility.
- Make presentations early in the year to students to coordinate summer employment opportunities.
- Sponsor/Participate in a health fair in your community or company.
- Sponsor/Participate in a "cleanup" project for roads in your community, or help build/repair community structures.
- Sponsor museum trips.
- Do "stay-in-school" counseling.
- Sponsor/Participate in a 5/10k runs or sports tournaments.
- Sponsor a child at summer camp.

- Contact your local Chamber of Commerce and offer assistance with community activities.
- Participate with "Special Olympics."
- Sponsor/Participate in a time and service auction -- auction babysitting services, skateboard lessons. Utilize chapter members' expertise.
- Sponsor/Participate in a family night or activity.
- Sponsor a drug rehabilitation speaker. Have kids who are involved or have been involved in a rehab program as speakers.
- Sponsor/Participate in Business Week in America.
- Participate in Management Week in America.
- Sponsor/Participate in school trips.
- Put on a fashion show. Utilize men, women, and children from your company as models and charge a fee.
- Provide advice on "real world" industry and work problems to business schools.
- Provide job interview training for local schools.
- Sponsor/Participate in a Business Experience Week at your company. Invite students to follow an executive or employee around for several days. Let them role-play.
- Sponsor senior citizen speakers.
- Sponsor/Participate in a blood donation drive at your facility.
- Provide finances for a local teen group to make a radio or TV commercial on drug abuse or drunk driving, etc.
- Provide career counseling.
- Promote City Government Awareness. Have a speaker at the meeting.
- Sponsor/Participate in a "white elephant" auction within your company or chapter.
- Coordinate the sponsorship of activities with other company organizations. (This should help with expenses).
- Sponsor/Participate in "Project Linus." (Blankets, gloves, etc.)
- Sponsor/Participate in "Habitat for Humanity" activities.

CHAPTER COMMUNITY SERVICES AWARD

Chapters that participate in the NMA’s Award Program are automatically entered to earn the designation of an Award Winning Community Services Chapter. Chapters can earn points by completing a variety of Community Services activities during their current administrative year. The minimum points are a level that can be exceeded. Chapters shouldn’t stop their Community Services activities once the minimum level is reached.

Description - This award is presented to Chapters, in each size group, which have demonstrated creativity and innovation in promoting Community Services activities within the Chapter, company, organization, and community during their administrative year. Chapters becoming “award winning” will be recognized at the NMA’s Annual Conference.

Qualifications - To be considered for this award, a Chapter must participate in the NMA’s Chapter Recognition Program by submitting a monthly Chapter Activity Report (CAR1 Form) to NMA Headquarters. Community Service award activities are listed under the “Community Service Area” Section D on the CAR1 form.

Nomination Submittal - The CAR-1 Form will be used by the NMA staff to document and score Chapter participation. No other documentation is required.

Final Selection – This award will be presented to Chapters that have met the award requirements, and obtained the minimum points as determined by the formula listed below. The NMA staff will tabulate the points earned by Chapters during their administrative year.

Points Required

$$\text{Minimum Points (Min)} = .2 \times \# \text{ Chapter *Members} + 35$$

*Membership figure is the number of paid members that have been reported to NMA as of the last day of the chapter’s administrative year.

Example

A chapter with 100 members would need 55 points to qualify for this award:

$$\text{Min Points} = .2 \times 100 + 35 = 55 \text{ Points}$$

