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Parent Club Start Up or Restarts

Dates: 2021 Sept 1
& 2021 Sept 2

- Tammie Quest
 - Georgia Parents Club

- Mark Hamilton
 - Inland Empire Association
 - Virtual Parents Club

Summary of goals for presentation

- Introduce ourselves (Tammie and me)
- The “why’s” of parent clubs defined and discussed
- Processes to get started, restart, or simply maintain
- Share the basics of boards and directors
- Share club management tips
- Website discussion
- Types of meetings, parties, events discussed
- Provide succession planning tips
- Provide networking tips
- Share common files/documents with attendees
- Have open discussion about common problems and solutions

Why do we have USAFA parent groups?

- Why are we all here?
- Discussion



Clubs/Associations - Purpose and Basics

- Each club runs independently of each other and the Academy
- Provides support, information, and reassurance for parents
- Sends care packages within USAFA guidelines
- Appointee welcome events
- Host member events locally and at Academy
- Supports local/regional legislators on Academy days
- Support military balls
- Raise money for Cadet morale activities, Academy, Spirit Missions
- Fundraise for Club

Restarting a Club

■ Key Questions

- What happened? How did you “lose” the Club?
- Are there some Club alumni that you might talk to about the Club?
- What lessons can be learned from the last time?
 - Not enough events
 - Difficulty retaining members
 - Difficulty finding members
- Are there old files and records of the Club?
- What were the finances of the Club?
 - Products, events etc...



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USAFA Parent Clubs

Starting up or restarting a club



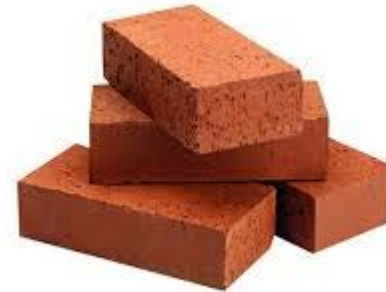
Does your club already exist or is it new?

- Your club also may be new and needs the basics to get started
- Your club may already exist with a process of elections and board meetings already established
- You might want 501(c)(3) status



Starting/Restarting a Club

- You need a critical mass to get started
- At least 5-7 people who might be willing to meet and discuss the merits of a Parents Club
 - Find two committed people to support each other
 - Appeal to the most recent strongest leader to help you
- How to find people:
 - Facebook Class Pages
 - Privacy Releases from current and prior years
 - Email and Text



Start or Restarting a Club

- Find a successful Club and ask for mentorship
- Start small with the goal of getting bigger over time
- Use video technology - seeing each other helps!



Get registered with USAFA Parent Liaison

- Complete new president form with a summary of your club and president's name and information
 - Registration ensures that you will be kept up to date of USAFA news important for you and your club members
- Timing of registration
 - For new clubs - upon formation of club
 - For existing clubs - upon transition from prior Club President



Registration Form

New Parents' Club President Information Form

In order to keep the Parents' Clubs files and mailing list current, it is critical that I receive this form from each club when a NEW PRESIDENT is elected. The new president should fill out the information below and return it to me.

club title	USAFA Parents' Association of the Inland Empire, CA		
number of members	Approximately 90 - 55 families current - 2 in prep - 34 grad		
website (if applicable)	http://www.inlandempire.afaparents.org/		
dates covered	10/28/2020 to 10/28/2021		
new president's name	Mark Hamilton		
nickname?			
address	10 Marchin Drive, Coto de Caza, CA 92679		
home phone number		office phone number	
cell phone number	949-705-7387	fax number	
email address	mthamilton7@gmail.com		
name of past president	Ray Nunez		
activities held during the year	Packing parties - assist with California Dreamin' night - new parent orientation/guidance - send off - recognition - academy nights (congressional)		
your cadet's name and class year	Matthew R. Hamilton 2023		
are there any USAFA or other military academy grads in your family?	No		
please tell me about you and your family:	I am a retired Newport Beach (CA) police sergeant (30 years) and also was an instructor at the police academy. I am married to my wife Patty and we have 4 children (31, 28, 25, 21). I have been involved with the OCPA and recently with the USAFA Parent Ambassador's program. I want to help and be a part of the great USAFA traditions!		

How “formal” do you need to be?

- As formal or informal as you wish
- No requirement for bylaws or a board
- Discussion



- Provide download of forms from VPC (Virtual Parent Club) site
 - New President Form USAFA
 - Agenda
 - Minutes
 - Bylaws
 - 501 docs
 - Robert's Rules cheat sheet
- Option to use USB thumb drive
- Use meeting to find potential clubs for VPC members

Advantages of Formality

- Creates a sense of structure and organization
 - Ultimately less intimidating
- Helps the next group know the “ropes”
- Creates traditions and expectations for those who serve
- Sense of pride to “pay it forward”





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Do you want formality?





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Create Bylaws

- Create (boilerplates available) a set of bylaws that describes the rules/requirements of the board and members
- Sets requirements for voting on important issues
- Provide job descriptions for the board members



Forming a board of directors

- Typical positions
 - President
 - Preside at all meetings of the General Membership and the executive board
 - Act as organization's rep for USAFA functions
 - Vice-president
 - Act on behalf of president in his/her absence
 - Secretary
 - Treasurer
- Recommended additional positions
 - At - large
 - Sub committee
 - Spirit committee
 - Social Chair
 - Merchandise/Sales
 - Class Representatives

- Determine how frequently you will meet
 - Monthly ?
- Determine how you will meet
 - Phone only Conference calls (e.g. www.freeconferencecall.com)
 - Zoom or other videoconferencing service
 - For Not for Profit - Google Workspace (monthly fee)
 - Need Zoom subscription for longer meetings



- **Membership Roster**
 - Need method to track all families, dues status, members/non-members
 - Need to keep it updated (becomes very important when you do member only events)
- **Membership Renewals**
 - Someone needs to keep track accurately



■ Pros

- Formalizes the Club
- Tax-exempt status (sales tax)
- Protections for the Board
- Can accept donations (e.g. military balls)

■ Cons

- Paperwork
- Expense
- Filing of taxes



Club Management

- Form a Club Email Address
- Create an Electronic File Sharing Space



- 501c3 Insurance of Officers
 - Directors and Officers Insurance
- Requires that the Club have enough revenue/events to feel as though it is warranted



- How many here manage their own club sites?
- Discussion



Create and manage website

- Simpler than you think
- AOG can help you!
- Publish commonly needed information and resources on home page
- Can be critical in your financial management (your Club Store)



AOG hosted website example

UNITED STATES AIR FORCE ACADEMY VIRTUAL PARENTS CLUB

Don't be tricked by the club name! Believe it or not - many parents of USAFA cadets are busy raising other children, have careers, reside in remote areas, don't follow social media, or frankly - just can't find the time to meet other USAFA parents close to where they live. The goal of this club is to offer a virtual gathering place as well as an information distribution site for parents who are unable to participate in a traditional "meet in person" association or club.

If you can't find an answer to a question... click on either of the links directly below - and save them on every device you have!

[2020 Cadet Handbook](#)

[Everything a USAFA Parent Needs to Know](#)

[Frequently Asked Questions](#)



AOG hosted website links

USAFA VIRTUAL PARENTS CLUB

[Home](#) [General Info](#) [Links](#) [USAFA Parents Portal](#) [AOG Parent Portal](#)

USAFA Parent Liaison Facebook Page

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-  [USAFAPS_2020_2021_calendar.pdf](#)
[Download File](#)
-  [parent_guide_2020_2021.pdf](#)
[Download File](#)
-  [usafaps_reporting-instructions.pdf](#)
[Download File](#)
-  [important-dates-as-of-23-feb-21.pdf](#)
[Download File](#)
-  [2025-appointee-handbook.pdf](#)
[Download File](#)

Important Links for Parents and Cadets:

[U.S. Air Force Academy](#)

[WebGuy](#)

[U.S. Air Force Academy Association of Graduates](#)

[Official Home Page of the United States Air Force](#)

[Academy Parents Portal](#)

[SOCIAL MEDIA](#)

Facebook [WebGuy Facebook Page](#)

Facebook <https://www.facebook.com/USAFA.Official>

Facebook - [Joint Services Academy Page](#)

YouTube <http://www.youtube.com/USAFAOfficial>

Twitter https://twitter.com/AF_Academy

Flickr <http://www.flickr.com/groups/airforceacademy>

Flickr Cadet Media: www.flickr.com/photos/131708601@N03/

[Athletics](#)



- Can be a good source of communication for members, prospective members
- If Clubs want to have a social media presence, have an administrator who will routinely post to the site, manage/review posts from members
- Clubs represent USAFA
 - Be mindful of what is posted on Club Social Media Sites.
 - Be aware of privacy issues concerning Cadet/Officer status



Member Meetings/Events



Member Meetings/Events

- Start Small
- Pick something everyone can support
- Try for only 1-2 things your first year





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Host regular member meetings

- Create an annual calendar of events to post (example available)
- Local member's home or in comfortable setting with restrooms and ample parking
- Consider "fun" themes like aloha night, chili cook off, etc.
- Overall goals are to meet, inform, socialize, chat, and have fun together!
- Additional goal is to identify members who are active and recruitable for future leadership or board positions.

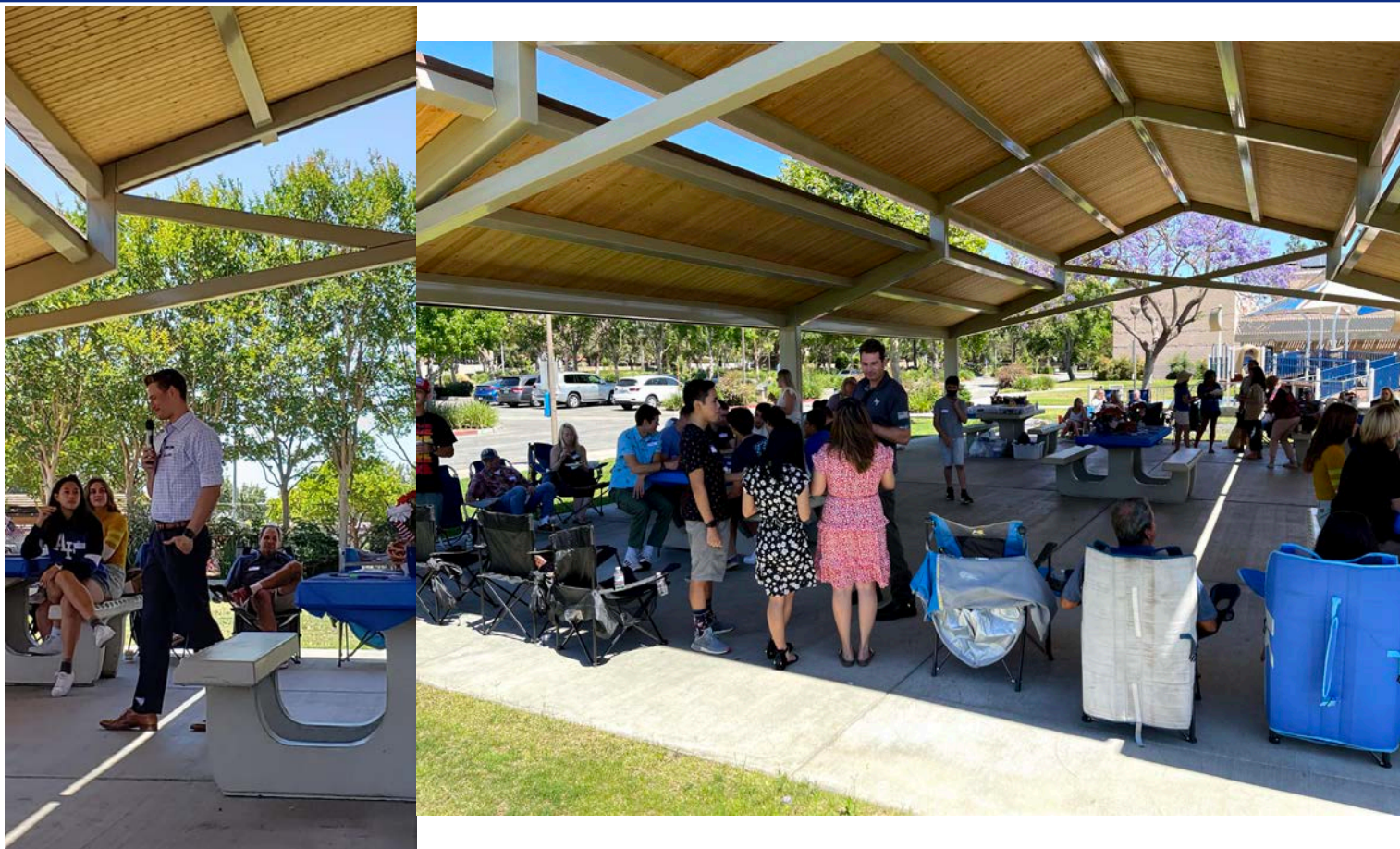
Appointee identification and contact

- Initial concentration on welcoming new members comes via coordination with the USAFA liaison
 - USAFA liaison will continually send out contact information on new members once Appointee has approved release of personal information.
- Sort the excel spreadsheet and identify new appointees in your geographical area
- Reach out quickly to the parents to invite them to join your club
 - Suggest the parents attend an event held by your club
- Start a contacts lists or add to your current one to keep track of parent emails



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New appointee welcome event



Integrity - Service - Excellence

New Appointee Events

- Excellent way to welcome and recruit new member families
- Recruit speakers (graduates and current cadets are great!)
- Current members and their Cadets can share personal stories
 - I-Day
 - Basic Cadet Training
 - March to/from Jack's
 - A-Day
 - Family Weekend

Information to provide new families

- Find a way to cordially explain that their cadet is joining a military institution with a long history of tradition that civilians may not understand
- The physical and mental strain is extreme compared to nearly all other college experiences
- Explain what the reason for this is
- Do not have the right to directly contact your cadet's chain of command absent extenuating circumstances - his or her lack of sleep isn't one of them!
- Attend every event you can



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Networking and new membership



Integrity - Service - Excellence

Common problems and solutions

FOR DISCUSSION

- **Membership retention**
 - Low conversion rates after identification of Doolie families
 - Solution: Discussion
 - Families dropping out of Club
 - Solution: Discussion
- **Social events have low attendance**
 - Solution: Discussion
- **Difficult to recruit new board members, volunteers**
 - Solution: Discussion
- **Board members are not working toward expectations**



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