

The background is a dark blue gradient with a subtle pattern of white dots. On the left side, there are several overlapping circular elements. A large, semi-transparent scale with tick marks and numbers (140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) is visible. Other circles contain curved lines and arrows, suggesting motion or a process.

USAFA VIRTUAL PRESIDENT'S MEETING

BEST PRACTICES – PARENT CLUBS

SEPTEMBER 29, 2022

YVETTE LLOYD

LEGAL DISCLAIMER

Disclaimer

The opinions expressed in this presentation are those of my own. They do not purport to reflect official policy or position of the USAFA or the AOG.

AGENDA

- Role of parent club/leadership
- How to encourage volunteer sign ups
- 501(c)(3) - Is this necessary?
- Regular Meetings - What to include?
- Events - What events work?
- New members - how do we best support them?
- Social media - do's and don'ts
- Communication
- Should we be fundraising? - True tried and tested fundraisers

ABOUT ME

- Mom of a 2020 graduate, BS/MS Astronautical Engineering; 1st LT at UPT.
- OCPA Parent's Club President 2018-2020
- California Night (California Dreamin' Night) Board Member 2016-2020

ROLE OF PARENT CLUB/LEADERSHIP

Local parent clubs and class spirit committees are an essential part of the Academy experience, as they facilitate communication between the university and cadet parents.

ROLE OF PARENT CLUB/LEADERSHIP

Ohana means family
and family means
no one gets
left behind
or forgotten



ROLE OF PARENT CLUB/LEADERSHIP

- We exist to support each other and our Cadets/Officers
- Welcome new member families/Cadets, prospective families
- Decide as a group how you will run the club
 - Formal club, non-profit?
 - By-laws, elect leadership, as needed formalization of policies/procedures, document retention
 - Purely social?
 - Getting together for fun events only
 - Include Doolie families? Officer families?
 - Will you ask members to pay dues? Options to scholarship families?
 - Fundraising to benefit Cadets/USAFA?
- Be a staple in the community. Liaise with USAFA representatives, USAFA Alumni, Government personnel (Representatives, Senators)
- Contact AOG for support
 - Mentors

USAFA Football



HOW TO ENCOURAGE VOLUNTEER SIGN UPS

- Volunteers are the lifeblood of any group!
- Volunteers are needed to ensure proper leadership
 - Encourage new officer/board rotation as needed; brings in fresh ideas
 - Allows for newer Cadet families to get involved, mentoring by older Cadet families
- Encourage participation by all, including newer member families
- Make volunteer positions available that don't require long-term commitment
 - Social chair event for single events
- Encourage participation by USAFA events (spirit committees), All-Academy Ball

California Dreamin' Night



501(C)(3) - IS THIS NECESSARY?

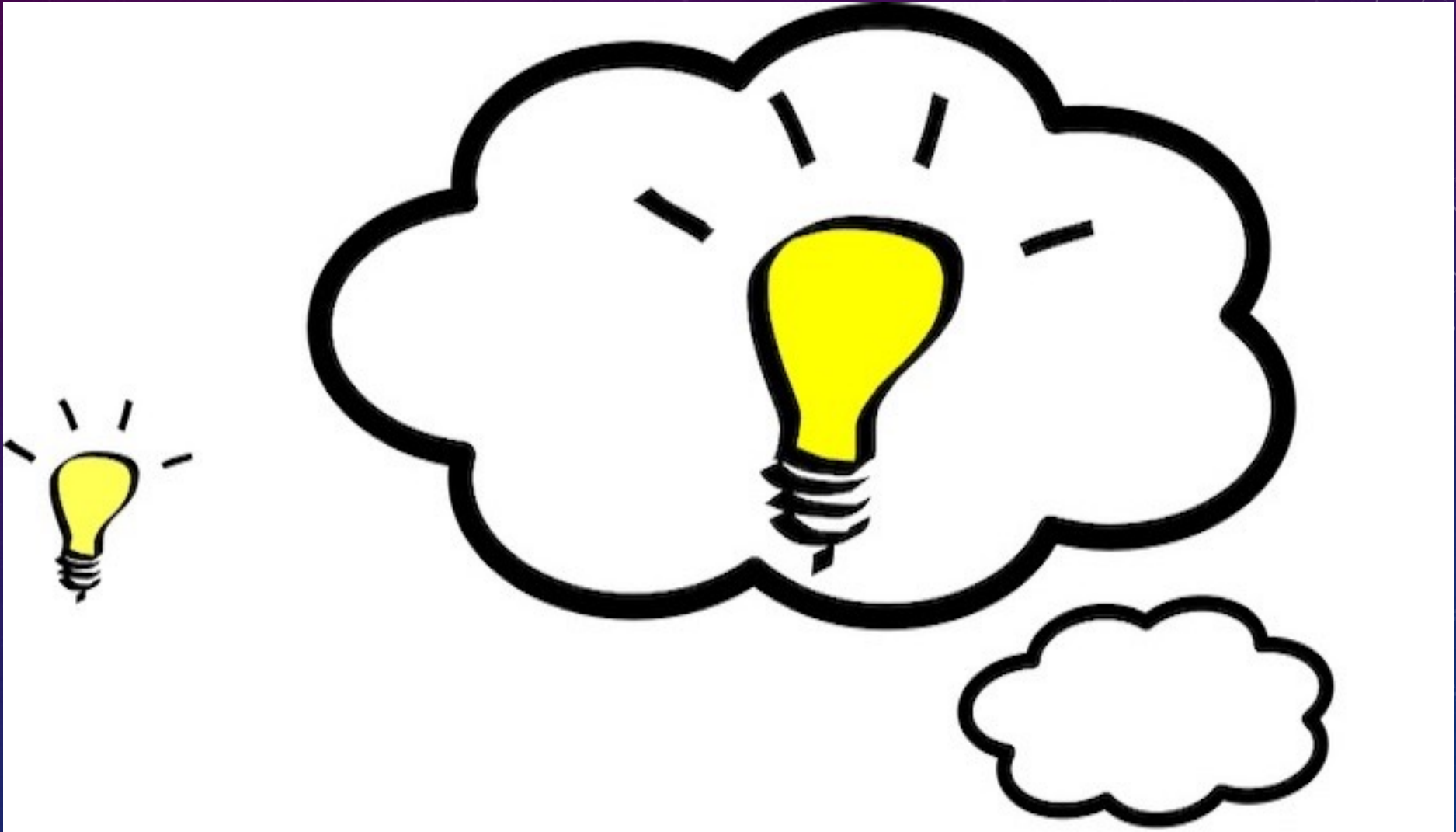
- The decision to obtain a 501(c)(3) status is a legal question
- Non-profit organization is an entity design whose purpose is to not make a profit and where the organization's income is not distributed to members or leaders.
- 501(c)(3) means a nonprofit organization that has been recognized by the IRS as being tax-exempt by virtue of its charitable programs
 - Nonprofit does not equate to 501(c)(3)
 - Be prepared to be organized and maintain legal documents evidencing compliance
- 501(c)(3) slides available from recent USAFA presentation

501(C)(3) - IS THIS NECESSARY?

- 501(c)(3) Advantages:
 - Formal organization; limited liability to board/members
 - Tax exempt status
 - Tax-deductible donations
 - Eligibility for public and private grants
- 501(c)(3) Disadvantages:
 - Costs
 - IRS registration (Federal)
 - Possible state registration requirements.
 - Tax filing
 - No distribution to club officers
 - Paperwork requirements
 - Shared control
 - Public scrutiny

REGULAR MEETINGS - WHAT TO INCLUDE

- Meet regularly as a Board (if applicable)
 - Set list of events for the group, discuss issues
- Have an agenda/theme for group events
- Give time for families to mingle/network
- Time for families to provide updates on their Cadets/officers.
- Provide updates from the USAFA
- Welcome military guests to the meetings
 - USAFA/AOG personnel



Annual new Cadet welcome



Packing Cadet Care Packages



Annual Aloha event



Academy Football games



Annual chili-cookoff



Annual Senior Sendoff

CONGRATULATIONS '20!



CHRIS DOERR



KEVIN COX



CONNOR CLANCY



AUSTIN MAK



CONNOR LOO



CONNOR WEBSTER



COLTON PRIEST



JETT DULAC



KEVIN LECOIRS



MICHAEL MILLER



MEGAN SIMPSON



REAGAN PITTMAN



TRENTON POHL



TIMOTHY LLOYD



ORANGE COUNTY
PARENTS ASSOCIATION



Supporting military veterans



EVENTS - WHAT EVENTS WORK?

- Try to have regular events to engage families
- In-person events
 - Ask members if they are willing to host
 - Outdoor venues/Public parks
 - Restaurants/venues
- Virtual events
 - More common due to pandemic
 - Easy to get everyone together, even if they are far away.
- Try to incorporate special events

NEW MEMBERS - HOW DO WE BEST SUPPORT THEM?

- Make a point of welcoming new families
 - Personal welcome call
 - Highlighting new families at meetings
 - Consider “buddy” family (formal/informal)
- For Doolie families, offer support during crucial times
 - I-Day
 - BCT
 - Recognition
- Encourage new members to get engaged
 - Attending events
 - Volunteering
 - Supporting USAFA/AOG

SOCIAL MEDIA - DO'S AND DON'TS

- Social media = blessing and a curse
- If your group will host a social media page, someone will need to be the administrator.
 - Admit members, monitor discussions, and remove inappropriate content as needed
 - May need to make member only page
 - Provide guidelines on appropriate postings; ensure alignment with USAFA, USAF, DoD regulations.
- Consider if your group will host a public website
 - AOG webpage (free)
- What to post?
 - Articles from USAFA
 - Parent group/USAFA events

COMMUNICATION

- Communicate frequently with members.
 - Send USAFA news promptly (filtering out information as needed)
 - Consider sending out a periodic newsletter
- If someone contacts you with an issue or requests information, respond promptly.
 - OK to state “I don’t know” and try to direct the person to the appropriate person who may answer the inquiry
- Consider reaching out to members who have been inactive and offer support as needed
- Solicit feedback from group to ensure needs are met. Survey for ideas for future events.

SHOULD WE BE FUNDRAISING? TRUE TRIED AND TESTED FUNDRAISERS

- Groups may fundraise as a means to support Cadets/USAFA.
- Be cognizant of fundraising rules that are meant to provide funds to Cadets/Cadet wing groups; FAQs available concerning sending funds to Cadets/Cadet groups/USAFA
- Network with other parent groups to determine successful fundraisers
- Try to ensure that you don't have a competing fundraiser
- If you intend to have the USAFA logo on an item for fundraising, contact the USAFA to obtain permission

SHOULD WE BE FUNDRAISING? TRUE TRIED AND TESTED FUNDRAISERS

- Look for matching donation opportunities from companies for donations of funds and/or time.

- Tips

Make a Plan	Make a Timeline
Build a Budget	Know Your Audience
Use a Variety of Strategies	Be Consistent
Invest in a Fundraising Platform	Ask For Help
Make It Easy	Make It Personal
Be Specific and Direct	Use Positive Language
Show Impact	Create a Sense of Urgency
Use Compelling Imagery	Follow Up
Offer Recurring Donation Options	Track Donations
Show Your Appreciation	Engage Your Volunteer Base