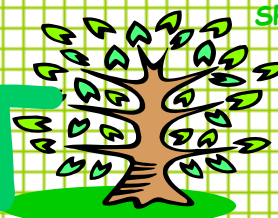


THE MINT



Membership Information Network Tipsheet for Affiliate Membership Officers and Leaders

Published by the Membership Committee, American Association of Family & Consumer Sciences --
 Shaping the future for individuals, families, and communities for 100 years

Leaders Inspire Individuals to Perform Reaching Higher Levels Through Coaching



Kathryn Says . . .

What is coaching? Coaching is a motivating facet of leadership, and focuses on developing personal talent to inspire individuals to perform. As a result of successful coaching, individuals focus on personal growth and career advancement. And, organizations benefit by having mentors motivate others to take on additional responsibilities and perform more effectively. The focus transcends to increased efficiency and productivity. Retention is also an important benefit to those organizations that realize coaching is a part of a successful culture, as an individual will stay longer where they feel engaged in their personal growth process.

Why a coach? As a manager and leader, you assume a great deal of responsibility to keep others motivated and committed. You are

the supervisor of others and want to empower them to increase productivity, remain loyal, adapt to change, and utilize fewer resources. Coaching is designed to increase productivity and retention while involving individuals in the processes toward success.

How to begin: Concentrate on those employees who exhibit a high level of commitment. They show initiative and drive, work hard, and strive for positive results. Some refer to the coaching/leadership role as “tone setting.” Managers must understand that their own behavior sets the tone for the overall performance of the group. If you are a manager who looks to blame others when problems arise, a defensive, frustrated organization will be the result. Managers need to listen, share information, collaborate, display honesty and integrity, show enthusiasm, and set a positive “tone” for the group.

Practical steps: Individuals in any organization can be motivated to higher levels of performance. If a manager maintains focus on individuals, good things will happen when the individuals see the benefits as a result of their efforts, and they’ll remain committed. Involvement strategies may include adding additional responsibilities, while encouraging individual input. A manager’s role is one of support. Positive feedback is a powerful tool in the coaching process. The gratitude the coach expresses acknowledges good performance. This sense of

accomplishment and accountability both encourages and prepares individuals to take advantage of advancing their personal careers and satisfactions. The collaboration of the individuals involved builds a strong team with the knowledge and confidence to reinforce continuation of ongoing projects.

In summary, the coaching approach facilitates developing individuals so they can perform more effectively at higher levels of productivity. Skills and behaviors are improved by a collaborative plan based on involvement, accountability, and successes.

Kathryn Callahan
 Kathryn Callahan, CFCS
 Chair, Membership Committee

Inside this Issue...

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Affiliate Action!

Recommendations for Action endorsed by BOD

New Affiliate Leaders

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Good Press Boosts Affiliate Presence

By Jacqueline Holland, Maryland AAFCS Membership Committee

Increasing affiliate membership requires getting the word out about FACS in a way that engages others and, in the long run, gathers support for our organization.

Consider the following suggestions that can help to grow your affiliate.

- Seek opportunities to send information to local newspapers regarding your affiliate. This could include affiliate meetings, Teacher of the Year and service projects.
- Get involved with community organizations that support the tenets of our organization. Some organizations could include the Red Cross, National Diabetes Association, or a homeless shelter for families.
- Team with the high school FCCLA chapter and work with the students on a mutually agreed upon project.
- Publish a newsletter on a regular basis. Send the newsletter to local government officials, community businesses and public libraries.
- Cities and towns in your area often have a day in the spring, summer, or fall in which the town is celebrated. The celebration often includes parades, music and vendors. Consider having your local chapter participate as a vendor.

We would love to hear about some of the ways that your affiliate is presenting FACS in a positive way. E-mail these ideas to staff@aafcs.org. Your ideas may be published in upcoming editions of The MINT!

Put the ideas in this article to action! The AAFCS PR Toolkit contains Press Release and Newsletter Templates, samples and more. Access it today on the AAFCS Web Portal under Members-Only Quick Links: <http://www.aafcs.org/technology.html>

THE RESULTS ARE IN!

I'm A Winner Giveaway



Congrats and kudos to these lucky members:

Ethel G. Jones, South Carolina AFCS, is the winner of one \$50 Amazon.com gift certificate

and

Diane Chung, Hawaii AFCS referred 12 members and won big! She'll receive two \$50 Amazon.com gift certificates!

+5% in 2008!

This year's winning affiliate is:

DELAWARE!

The Delaware affiliate will receive a \$300 cash prize that may be added to its dues pool or re-awarded to members of its affiliate.

AAFCS is proud to recognize all affiliates entered into the +5% drawing:

Alabama – Hawaii – Idaho – Louisiana – Maryland – Mississippi – Michigan – New Hampshire – New Mexico – North Carolina – Oklahoma – Pennsylvania – South Carolina – South Dakota – Tennessee – Texas – and Wisconsin

Check it out! Read the Student Unit Newsletter, In the Know (ITK), for updates on the Student Unit Membership Contest and more! Is there a stand-out student member in your affiliate? Encourage them to submit articles and news to ITK! ITK is sent to all SU members via email, and located online at: <http://www.aafcs.org/students/index.html#itk>

Member Appreciation Month!

The Membership Committee named April Member Appreciation Month. Through a series of email communications and The FACS, members have been thanked for their support and involvement in AAFCS.

The communications plan was shared with affiliate leaders, and included tips on how to carry out "member appreciation" within the affiliate.

To continue and expand AAFCS Member Appreciation Month in future years, we'd like your input! Share your cost-effective and inventive ideas on celebrating this month; contribute to the Wiki page devoted to this subject on the Membership Committee site, online at <http://webportal.aafcs.org:8080/mc/default.aspx>.



CENTENNIAL CELEBRATION ALERT!

THE CENTENNIAL CELEBRATION GIFT GUIDE – INCLUDING PLEDGE FORM – IS ONLINE! HAS YOUR AFFILIATE DESIGNATED A CENTENNIAL "POINT PERSON?" IF SO, LET JOYCE MILES, DEVELOPMENT COMMITTEE CHAIR, KNOW TODAY! ALL INFO IS ONLINE AT: <http://www.aafcs.org/centennial/>

Save these dates!



- **Wednesday, June 18, 2008** 6:30pm - 9:00pm
APU Business Meeting at 99th Annual Conference
- **Friday, June 20, 2008** 10:30am - 12:00 noon
"Our Organization—Your Future"
AAFCS Membership Committee Session at 99th Annual Conference
- **October 31 – November 2**
Indianapolis, Indiana – 2008 Fall Leadership Conference. More info to come!



Note: The Affiliate Membership Chair contact insert sheet isn't included in this issue of The MINT, but is online in past issues:

<http://www.aafcs.org/contact/documents.html>. The insert will be included once 2008-2009 officer updates are complete.



The MINT

is the quarterly newsletter for affiliate membership officers and national leaders of the American Association of Family & Consumer Sciences (AAFCS). Photos and articles about successful membership ideas and campaigns are welcome.

Editor

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AAFCS is a not-for-profit 501 (c) (3) organization with 7,000 members, dedicated to bringing people together to improve the lives of individuals, families, and communities. This publication is also available on the web at www.aafcs.org.