Building Strong Associations

Three Modules + Support Materials

I. Governance and Boards
II. Administration and Management
III. Strategic Direction and Goals

Governance and Boards

- History of Association
- Network/Federation of Chapters and Affiliates
- Association Trends – *It's Not Your Grandfather's Association* (technology, networking, people)
- Tapping Leaders – Desired Skillset
- Purpose of the Board
- Governing Documents
- Duties of Board Members
- Utilizing Committees

Resources/Handouts: History; Board Responsibilities; Committee Responsibilities; Association Trends
Administration and Management

- The Need for Efficiency
- Risks in Associations
- Finances and Budgeting
- Building Systems for Sustainability
- Essential Documents and Training Manuals
- Staffing – Options

Resources/Handouts: Structure of an Association; IRS Policies; IRS 990 Sample; Conflict of Interest and Antitrust Statements

Strategic Direction and Goals

- Associations in the Future: Collaboration, Social Media, Value, Community
- The Most Common Goals
  - Membership, Education, Advocacy, Communications
- Creating a Sustainable Strategic Plan
- Aligning Affiliate and Specialty Efforts with Orthopedic Plan
- Monitoring Plan Progress
- The Plan as a Compelling Membership Brochure

Resources/Handouts: Common Association/Specialty Goals; Nat’l Plan; Process-Steps for Planning; Sample-State-Plan
Strategic Direction and Goals

Format

- Presented as three 60 to 75 minute webinars building upon each webinar; designed for chapters with volunteer leaders but minimal or no staff.

- Alternate - on-site half-day training for the board to ramp up their association, society or chapter.

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