Need Some Good Summer Reading Material?

For many of the JA Chapter positions, there is a very detailed How-To manual.

If you are the
President
Treasurer
Recording Secretary
Provisional Trainer
Child Welfare Chairman
Education Chairman
Membership Chairman
Projects Chairman OR
Public Relations Chairman

then let me suggest that you start your summer reading program with a specialized manual/notebook produced just for you and helping you to do the best job possible in your position. Each of these manuals will help you chart your course, meet deadlines, succeed, and make your Chapter excel! Manuals last for two JA years... so either get your copy from your successor or from the person that picked up new manuals at AEC 2017 in Memphis.

Contact Headquarters for questions.

HAPPY READING!!
Merrill Greenlee, Executive Director

Expertise from the Education Committee
Best Practices for Provisional Training

What do effective Chapters do to create strong members? They have great Provisional training!

Here are the Top 10 Best Practices for Provisional Training:
1. Consider training just one class of Provisional members annually. Running Provisional classes back to back each year can really drain Chapter members, and cause members not to put their best into Service and Finance projects.
2. Training is conducted over 6 monthly meetings, as opposed to a weekend or two.
3. Provisional members are expected to attend at least one education event, Area Meeting and/or Annual Education Conference, and are told of the commitment before they join.
4. Provisional members are encouraged to visit or participate in Chapter Service projects.
5. Chapter Officers and Committee Chairs attend Provisional Training to explain their roles.
6. Provisional members are given a notebook containing information as outlined in the Provisional Trainer’s Manual.
7. Provisional training intentionally has social time built in so Provisional members can get to know each other (maybe have a weekend or two).
8. Provisional Trainers are honest about the Chapter’s expectations of them. They do not minimize the number of hours expected or the sacrifice that is sometimes required to serve. Provisional Trainers show respect for Provisional members’ time by being organized and early for every meeting. Give them a calendar for training.
9. Provisional Trainers instill in their Provisional members that this is an exciting time of fellowship – a way to make friends and wonderful memories.

Check the website, About NAJA, Resources, under Manuals, for other resources, under Manuals, for other resources.

Recent AEC Speaker Richard Guerry wants to help you share and teach others about Public and Permanent®. He has provided the following code which will offer 50% off access to his 1 day Video On Demand training.

Stop! Or I’ll Shoot!!

It’s your job to shoot photos of your fundraiser or Service project and email them to the local media. To maximize their use, how do you set up yourself and your Chapter for success? Perhaps the most important thing to remember is that Junior Auxiliary is known for performing hands-on service to children and families. That means rich opportuni-ties for getting candid “action” shots – pictures where your subjects aren’t posing for the camera -- as projects and events unfold. Find ways to avoid group photos of members. It looks like you are putting the spotlight on them (which you are). Put the spotlight on those you serve and how you do it! Among tips to give you the best photo or video, and the best choices for media:

• If you’re planning to submit your photos to a local paper or other media outlet, pay attention to the photos they run from their own staff photographers and take a few cues from that. Always submit in JPG format. No paper pictures.

• Capture action. People engaged in candid activity is what media outlets are looking for. Posed or staged photos are less “newsy” and will not be used by any but the smallest publications. They often just won’t get first priority.

• Get close. REAL close. Fill the frame with whatever’s important and eliminate what is not. Hone in on the subject(s) and what they’re doing.

• Choose an angle that best tells the story. Stand on a stool to capture an overhead angle or kneel to give a worm’s-eye view. Do whatever best emphasizes what is IMPORTANT in the image.

• Be conscious of the quality and direction of light. Outdoors, try to keep the sun at your back without casting your own shadow on the subject, and inside, keep bright lights or windows to your back. A subject photographed with either the sun or large windows in the background will be rendered an unrecognizable silhouette.

• Don’t be stingy. Shoot multiple photos of each situation. This increases your odds of capturing the best moment/expression. An otherwise great photo can be ruined by an odd/inappropriate facial expression or some other distracting element.

• Avoid photos where the subject is looking directly into the lens. This draws attention to the camera/photographer and kills the natural feel of the shot.

• Look at your finished photos with a critical eye. Are the subject and action clear? Would it be understandable without an accompanying caption? Is it in focus, properly lit and well composed?

Ruth Cummins, NAJA PR Committee

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How To Use:
Sign up for membership: https://secure.wf-api.com/api.com/iroc2.org/154.html
Use Promo Code at sign up: NAJA

His PDF Handouts will be available on our website under About NAJA-Resources.