Efficacy Award - One Deadline is TODAY!
Is your Chapter one of the 26 Chapters that have not submitted to me a copy of your Form 990 filed with the IRS? The filing deadline was 9/15 but the due date for submission of a copy to NAJA Headquarters is Oct 15!! This is part of the Efficiency Award. Email or mail a copy TODAY!

Merrill Greenlee, NAJA Executive Director

More Members Matter
Did you miss Area Meetings where we celebrated Chapters who received the More Members Matter Award? This award is given to Chapters who have seen considerable growth in the past year. Chapters with 25 members or less must increase by 25% while Chapters with more than 25 members must increase by 10% and add at least 5 members to receive this award. Fifteen Chapters worked hard to increase their membership to these levels which allows them to do more for the children in their communities! Congratulations to Madison Co., MS - 11%, Biloxi-Ocean Springs, MS - 14%, Hattiesburg, MS - 24%, Clarksdale, MS - 25%, Cleveland, MS - 25%, Lauderdale Co., TN - 25%, Lawrence Co., AK - 28%, Wayne Co., MS - 28%, Lake Providence, LA - 37%, Pascagoula-Moss Point, MS - 42%, Corinth, MS - 44%, Milan, TN - 50%, Louisville, MS - 55%, Houma, LA - 60%, Clarksville, TN - 79%.

We could not be more proud of you and know this boost in membership will do great things to Pay it Forward in your Chapters! Everyone keep up your recruiting and retention efforts and we hope to celebrate your Chapter at Area Meetings 2018!

Alisa Taylor, NAJA Membership Committee Chairman

AEC Grant Reminder
Per the NAJA Handbook, each Chapter is required to have Active member representation at the Annual Meeting. While three voting delegates is the minimum requirement, each Chapter is encouraged to send as many members as possible. Having multiple members attend allows for a broader benefit of the education sessions provided during the weekend. At times, we understand that the cost of registration, travel, and housing even three members in a city that is not within our home area may seem overwhelming to a Chapter who is building or re-building. Multiple Chapters have found creative methods to raise funding for AEC attendance. However, in the absence of such projects, there is another resource to consider. We want to remind Chapters that the NAJA Foundation offers AEC Grants each year for Chapters in need. The AEC Grant Program helps Chapters’ representatives attend AEC by providing registration costs for 1 to 3 Chapter members. Hotel and travel is still covered by the Chapter. The deadline of January 15 is quickly approaching. The time is now to select your members who can join us in April to represent your Chapter. If you are interested in being considered for an AEC Grant this year, apply online at: http://www.najanet.org/grants/

Emily Johnson, NAJA Second VP

How Does our Garden Grow?
Much like planting a garden, the art of NAJA Chapter Development begins with some key steps for success. First, we have to know the region (soil) that we are trying to cultivate. Second, we need to know if the population of the area (seeds) are large enough to sustain a healthy Chapter? We need to know if the areas that we have identified for new Chapters will support a Chapter. Third, we need to identify the key contacts (gardeners) to recruit members to serve the community and the Association. Of the above factors, the most important of all is finding the right people in the community to lead the local effort. NAJA has plenty of support resources to make sure a new Chapter (garden) can grow. We have plenty of water, sunlight and fertilizer (love, training and support). The best example we have of this is our newest provisional Chapter in Yell County, Arkansas. Key women in that community identified a need, recruited a team, and have shown up strong for their new Chapter. NAJA has a strong training program to help start this Chapter off right, but without the perfect union of a community in need and motivated volunteers, NAJA cannot start Chapters.

How can you help? Spread the word to your family and friends that live outside of the area in communities that need the love and service of a JA Chapter. We are currently working with people in the following communities and/or have had recent interest expressed: Wayne County, TN, Mt. Juliet, TN, Arlington, TN, Barren County, KY, Hancock County, MS and North Mobile County, AL. If you know someone in these areas or another area who may be interested, please ask them to email one of our two Chapter Development Coordinators, Beth Holbert, najacdnorth@gmail.com, or Leslie Vaughn, najacdcsouth@gmail.com.

Leslie Vaughn, Chapter Development Coordinator

PR Digital Awards
“Being human in the digital world is about building a digital world for humans.” - Andrew Keen

This quote struck as the perfect introduction and reminder of a new award available to Chapters this year. Your efforts have always been recognized for public relations, both for Finance projects, Service projects, and overall Chapter promotion. Now those pioneering the web are being rewarded as well.

As our new website rolled out, it reminded your PR Committee that we have a great number of Chapters who are leaving their footprint on their communities in a digital way. They are also creating webpages the public can access for information. Social media isn’t a new thing, but they are embracing hashtags, paid for posts to increase visibility, online auctions to grab an audience that maybe wouldn’t have previously attended. The list goes on and on.

This year as you are promoting and creating, document it! Record your stellar results. And APPLY! Your digital efforts within your Chapter will now be an award at AEC to reward your innovation and enthusiasm for changing with the fast paced online world.

Please remember the same project cannot be applied for through a scrapbook submission as an online submission. Keep it up ladies! “If we teach today as we taught yesterday, we rob our children of tomorrow.” - John Dewey

Emily Boyd, Public Relations Committee Member