



Top Take-aways from the Evolve Conferences

Administration

- All chapters should invest in [Directors and Officers Liability insurance](#).
- Fierce conversations are not always easy, but often necessary – have them early. Always promote transparency and clear communication
- You don't have to like each other, but you do have to work together to move NACE forward (united front)
- [Fiduciary duties](#) – know them, love them, implement them within your chapter board procedures
- Review your chapter bylaws to make sure you are in compliance with them. They are the “laws” of your chapter. Review them often and early.
- It takes a village to run a successful NACE chapter, so all chapter leaders will be notified of important reminders when it comes to NACE National news. If you have not done so, please submit your current board information to chapters@nace.net so we can update our records.

Business Development

- Don't just ask Business Partner Partners for business, also ask them for education
- Make sure you welcome the sponsors at your meetings
- Provide Sponsors/Businesses with cards that say they are a “Proud NACE Member” to build awareness of NACE

Financial

- Audits of the checking account should be done quarterly or twice a year by at least 3 board members
- During the audit, ask questions like, are we as financially fluid as we expected, do we have extra money and what should we do with it

Fundraising

- Doing 50/50 Raffles at meetings and events
- Trading between chapters – mini vacation packages for hotel stays, visits to an attraction, etc.
- Alcohol Donations in general, when possible (and legal)

Marketing/Social Media

- Make sure all hashtags are in good order before "publishing " to the group
- All hashtags should be published before arriving to an event in order to get the best publicity for NACE.
- Video clips to promote information are a great way to get communication out to members
- Tag your sponsors throughout the year via social media for added exposure and to show your appreciation for their services and/or products

- Text alerts to members like meeting notices could be beneficial to members. Give them the option to opt-in to this service if they choose to do so
- Create a happy new year card that lists meeting dates for the year to send to member

Membership

- Get leaders trained on [joining/renewing online](#) – have a kiosk with a laptop or iPad at each meeting to walk people thru (helps build retention and new membership)
- New member welcome kits are a great resource to welcome your members whether you do it electronically or through the postal service.
- Member appreciation programs are a great way to show your members they are valued. Host member-only or new member receptions
- [Download your membership roster](#) monthly to see which chapter members are up for renewal and contact them to encourage them to renew

Programs

- Fun and interactive programs are the best to educate and reach a wide audience.
- Try to add your meeting dates to your chapter website by the beginning of the year – even if you don't have locations set, at least get the dates on your member's calendars early
- Reach out to our [National Business Partners](#) for meeting support, i.e. speaker sponsoring, 5-minute Q&A session, demos, etc.
- Create a post-cost analysis for your programs to determine if you are in line with your budget

Technology

- Review the [chapter website guidelines](#) to make sure your chapter website is consistent with NACE's messaging

Successful Programs from NACE Chapters

- "Cake Wars" - a Baker gives each team a base cake that the team must decorate for a panel of judges
- "Hunger Games" – attendees visit different stations to answer questions or perform tasks before they can move onto the next one
- "Tasty Bites" – caterers pairing up with decorators for mini showcases
- "Amazing NACE" – a form of a scavenger hunt; teams have to solve clues that lead them to their next task
- "Vino & Voting" – tying a wine tasting or pairing into your elections to drive attendance
- Panel Discussions in general
- Programs themed around holidays (Chinese New Year, St. Patty's, etc.)
- Wine pairings and cocktail pairings when you can secure an alcohol sponsor
- "State of NACE" – sharing NACE information, benefits, etc.
- Chili Cook Off with local "celebrity" chefs from hotels, restaurants, caterers
- Round Robin educational stations/tables
- "Taste of NACE" – tabletop competition where vendors pay for a table to decorate and design
- Centerpiece building – florist explains and demonstrates while attendees build their own
- "Smartphone Photo" speaker – info about social media, and how to take the perfect selfie

- Annual signature events in general, held the same time each year
- Tech Talks “Millennial Style” – social media panel discussion, interactive stations to lure younger demographic
- “10 Things I Hate About You” – have two industry rivals debate (i.e. Sales Team vs. Kitchen Production Team)
- “The Dating Game” utilizing your vendors/industry partners and members as contestants