Yesterday’s Warriors → Today’s Scholars → Tomorrow’s Leaders

2017 Chapter Leader Academy: #SVALeads
CLA #2 Goals

• Open
• Chapter Leadership framework
  • Spell out roles of Chapter leaders as they are explained in the Chapter Handbook
• Programming
• How to get to NatCon2018
  • Partnership
  • Fundraising
• Guest
• Close

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Who am I?

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Chapter Leadership Team

Leadership Team Do’s:
• Set goals with your team
• Track the progress of set goals
• Delegate duties to team members as appropriate
• Utilize chapter members not in leadership roles for input and feedback

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Chapter Leadership Team

Leadership Team Don’ts:
• Don’t try to do everything yourself
• Don’t forget that you are a student first – your position in your chapter should compliment your academic success, not impede on it
• Don’t be afraid to ask for guidance from other student group leadership teams

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Poll

• Do you currently hold a leadership position in your chapter?
  • Yes/No
SVA Chapter Handbook: Leadership Roles

Chapter President

Vice President of Programming

Vice President of Communications

Vice President of Finance
Chapter President

Example Roles & Responsibilities:

• Relationship building
• Maintain relationships
• Practice open communication
• Guide chapter meetings
• Manage balance among the leadership team

Success is measured by what you are capable of, not what your neighbor is doing.

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Vice President of Communications

• What is a Vice President of Communications?
• What is this person responsible for?
• What platforms should our chapter leverage?

You are instrumental in shaping the public perception of your chapter.

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Selfie Break!! #SVALeads

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Vice-President of Finance

- Makes strategic decisions about allocation of resources
- Accurately calculate expenses and revenues
- Save for projected expenses
- Work with the leadership team to set financial priorities
- Be transparent – report financial performance to the chapter

You are entrusted with the responsibility of ensuring spending aligns with the chapter mission.

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Vice President of Programming

“Programming is what gives your organization value. By offering quality programming you give people a reason to join your organization, other organizations reason to partner with your organization and people a reason to invest in your mission.”

- Eric Gage, Director of Programs, Student Veterans of America

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Vice President of Programming

As Vice President of Programming, you will plan and oversee diverse programming to support your chapter’s goals.

How?

• Serves as the Acting Chapter President
• Coordinates all chapter led events
• Creates a semester schedule for the chapter
• Ensures chapter programs and events support the chapter’s mission

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NatCon 2018: Lodging Assistance Program

• Have 3 SVA Chapter Members registered for NatCon 2018
• Be sure to have each registered member’s contact information, resume and LinkedIn Profile before submitting
• Be one of the first 76 chapters to register!
Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.

—Desmond Tutu

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Programming

• Your chapter’s strategic plan will lay the framework for the types of programming that your chapter offers.
• Programming may cover a broad range of topics – everything from service opportunities to applying for benefits.
• A variety of activities will ensure all members find something that piques their interest.
Programming

• The programming that your chapter provides to its members will differ from that of other chapters.

• A clear understanding of your campus culture and your members wants and expectations will serve you well.

• Solicit ideas and gauge interest for potential activities at chapter meetings and via other mediums.

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Types of Chapter Programming

1. Social
2. Professional Development
3. Philanthropic
4. Academic
5. Administrative

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Examples

1. Social
   • Happy Hour
   • Family BBQ

2. Professional Development
   • Resume Workshop
   • Job Fair
   • Mentoring

3. Philanthropic
   • Toys for Tots
   • Food Drive

4. Academic
   • Scholarships
   • Math Tutoring

5. Administrative
   • Chapter Meeting

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Things to keep in mind

1. Does this work toward our organizations Mission and Chapter Plan?
2. Can this be done with a partner organization?
3. Can this be used to attract new members?
4. Does this keep existing members engaged with the organization?
5. Can this be used to bring in funds?

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• SVA’s National Conference is the largest gathering of student veterans in the world.

• You will have the opportunity to learn from more than 2,000 of their peers.
“Don’t overthink things, just get sh*t done.”

-Me

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Who am I?

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Why should our chapter build a relationship with our Student Government Association (SGA)?

- SGA has a greater campus outreach
- Direct line of communication to the campus administration
- Provides additional funding to student organizations

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How can SGA promote your chapter?

• Advertising and Publications Options

• Participate in joint sponsored events

• Increase Chapter Membership

• Attend #NATCON2018

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How do we connect with our SGA?

1. Attend a general meeting.
2. Make an appointment.
3. Constitution and Budget Plan.
4. Create a presentation.

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“Daring greatly.”
— President Theodore Roosevelt

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Who am I?
2016 Giving

In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving. And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases.

$390.05 billion

Where did the generosity come from?

Contributions by source (as a percentage of the total)

- Giving by individuals: $339.96 billion (72%)
- Giving by foundations: $35.88 billion (15%)
- Giving by bequest: $10.86 billion (8%)
- Giving by corporations: $10.27 billion (5%)

The single largest contributor to the growth in total giving was an increase of $10.53 billion in Giving by INDIVIDUALS—offsetting declines from bequest giving.

Where are all of the charitable dollars going?

- 32% Religion: $122.04 billion
- 15% Education: $59.77 billion
- 12% Human Services: $46.60 billion
- 10% To Foundations: $40.56 billion
- 8% Health: $33.31 billion
- 8% Public-Society Benefit: $29.89 billion
- 5% Arts, Culture, and Humanities: $18.21 billion
- 6% International Affairs: $22.03 billion
- 3% Environment/Animals: $11.05 billion
- 2% To Individuals: $7.12 billion


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Some Fundamentals on Fundraising

➢ You need money to do stuff!

➢ Raising money does not happen overnight.

➢ Get comfortable asking for financial support

➢ Identify the needs of potential donors.

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Two questions should guide your fundraising efforts:
1. How much money do we need to be a successful chapter?
2. What are the targets of opportunity in my community?

Fundraising Events  Individual Donors  Local Companies
Student Government  Apparel/Gear  Membership Dues
Who do you know? Do you really know them?

Research is paramount to fundraising success.

➢ Catalogue your targets of opportunity
  ➢ Who do your chapter members know?

➢ Learn about these potential donors
  ➢ What makes them tick?
  ➢ Build a relationship based on that

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Tips for a Successful Ask

➢ Send read-ahead materials (i.e. your business plan)
➢ Schedule the meeting to fit the needs of the prospect, but also ensure you’re comfortable in the environment.
➢ Rely on your research to match your pitch to the motivations of the prospect:
  ➢ Individuals give due to personal relationships or belief in mission
  ➢ Companies give for business reasons, typically
➢ Practice your ask ahead of time

➢ Make the Ask
  ➢ Number one reason people don’t donate is because they’re not asked.
➢ Follow-up
  ➢ Email
  ➢ Thank you note

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“Success is not final, failure is not fatal: it is the courage to continue that counts.”

– Winston Churchill

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