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Westchester

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How to Attract and Keep Young Members in The Arc

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Why Is This So Important?

- Board and Agency members are aging.
- Need to nurture new leadership.
- There are few people that remember “where we come from.”
- We need to ensure services continue, and continue in a person centered and family focused manner.
- We need to provide services and supports that reflect the desires of the younger families and individuals.



Why Is This So Hard To Do?

- Younger families are bombarded with information and choices.
 - Younger families have no idea what is like to have no services.
 - Younger families do not understand what exactly we do.
- 
- Younger families have their basic needs met by the school district.
 - Younger families don't want to face the future—easier to deal with the “here and now.”
 - Younger families don't like or understand the “Name.”



Three Areas

The Board

The Agency

Fundraising



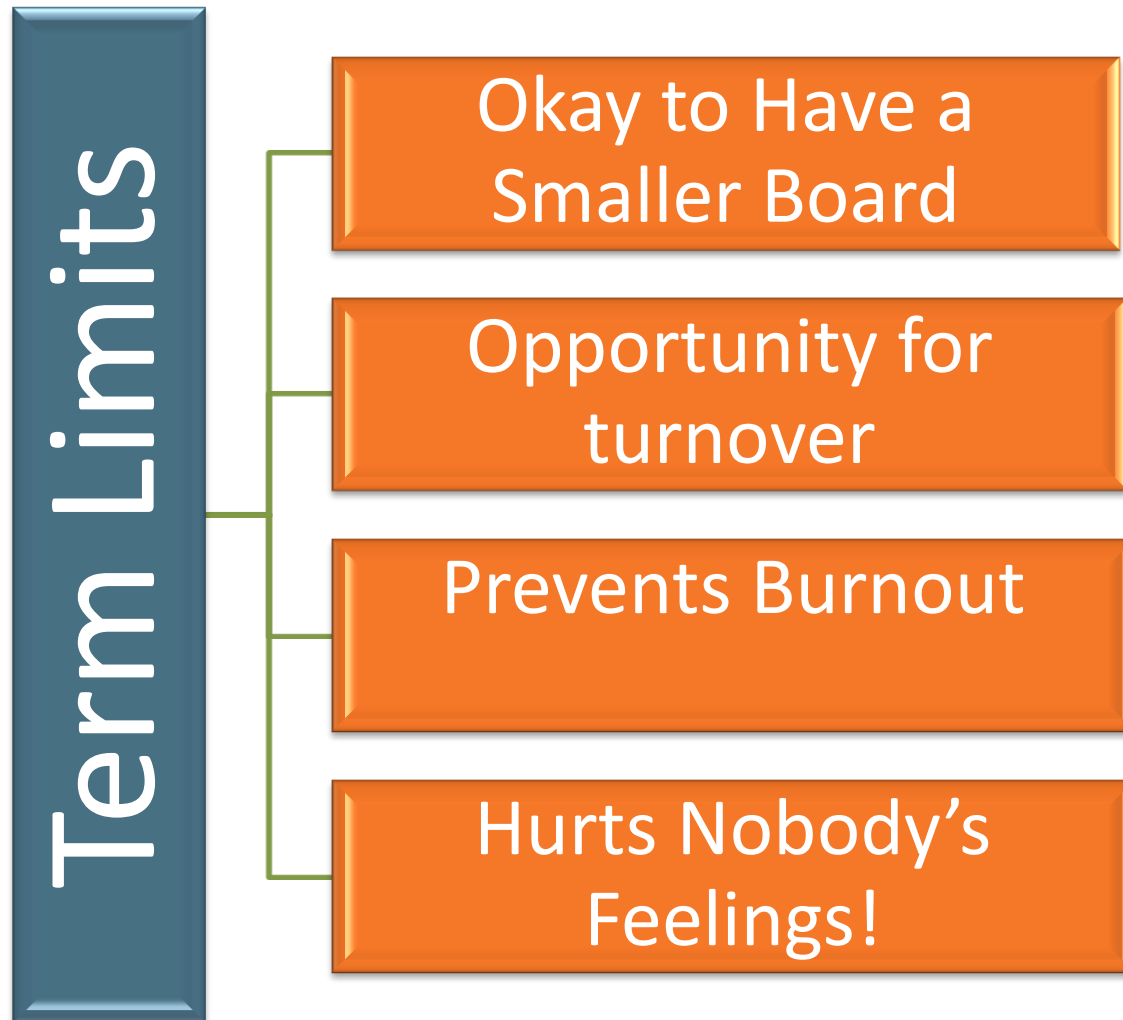
The Board

Need to create an environment where
Board membership is a privilege!

How Do We Do This?



The Board



DON'T FORGET TERM LIMITS FOR YOUR OFFICERS, TOO!



Don't Forget Your “Older” Previous Board Members

- Founders Group
- History Project
- Include “older” Board Members in other ways
- Have older members tell their stories to younger members



The Board

- **Examine Committee Structure & use it as a way to attract new Board members.**
- **Use the committees as a way to “test” the potential Board members.**
- **Even consider making it a pre-requisite to Board membership.**
- **Make the Committees work “real” so most of the work of the Board is done in committees to the Board meeting run efficiently.**



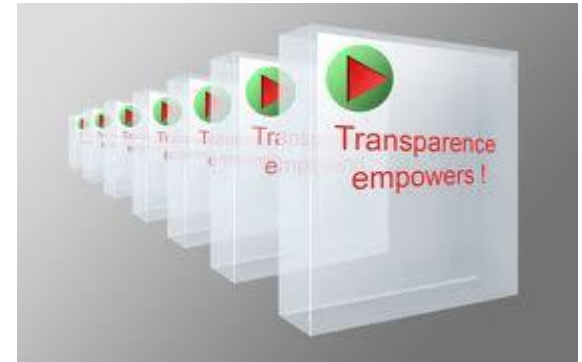
You Must WooThem

- All potential Board members, Committee members, and other possible future people for these positions should spend time at the agency and with the Board President, and Executive Director to really understand “The Arc” movement.
- Once you get them involved and they understand, you will have them.
- You have to invest the time BEFORE considering them for the Board.



The Board – Once You Got Them How To Keep Them

- Transparency, Transparency, Transparency!
- Consider Going Paperless
- Allowing Laptops in meetings
- Meetings should stick to an agenda, follow rules of order, and not be too long



How To Keep Them... *continued....*

- Board Trainings should be carefully chosen.
- Communicate Electronically.
- Program Reports – so Board members see all the good work the Chapter does.
- Include Board members in agency projects that use their expertise so they feel like they are really part of the agency.



How To Keep Them... *continued*

- Celebrate successes
- Seek objective methods to verify Quality Standards of Excellence; CQL
- Board members serve as ambassadors creating collaborations; finding employment; supporting self advocates, etc.
- Include Board members agency communications, publicity and stories



The Agency

LEARNING CIRCLE PHILOSOPHY

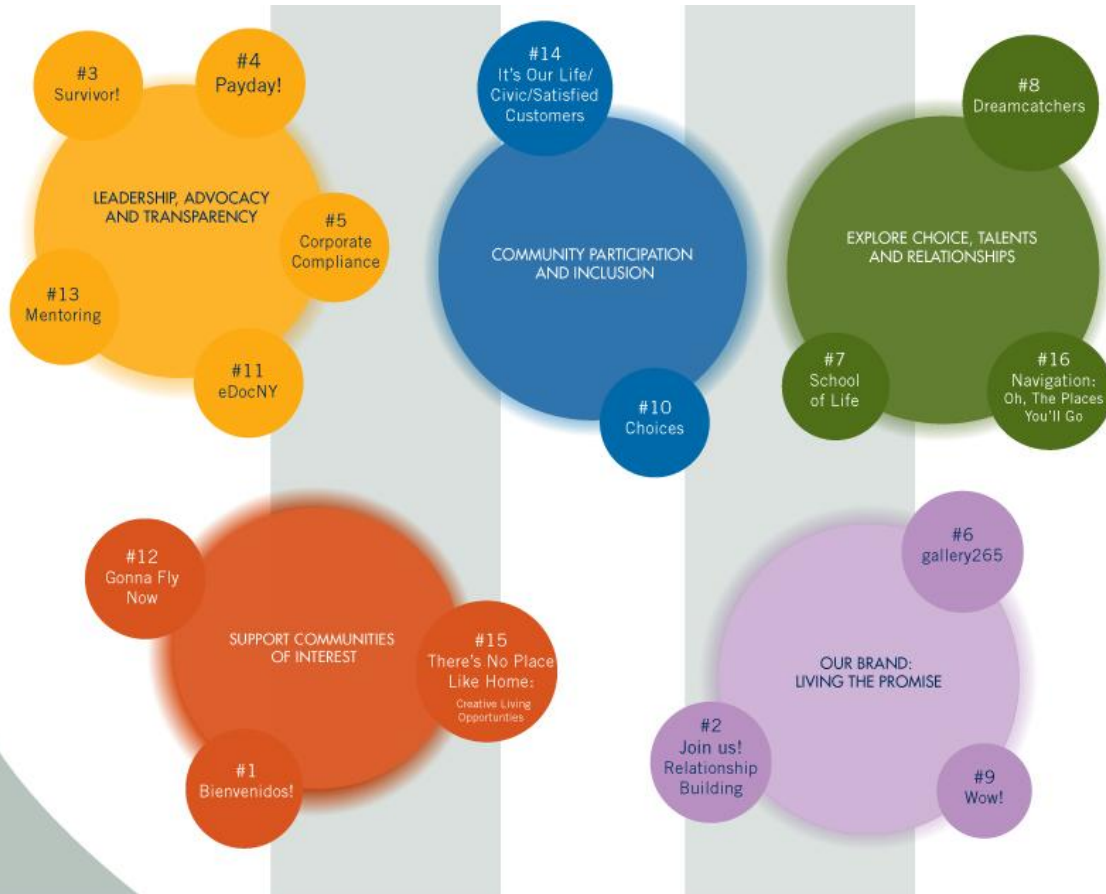
THE FUNCTION OF A LEARNING CIRCLE

Learning circles function to develop adaptive and innovative responses to complex issues. Learning circles engage the people who live with the problem and have the greatest stake in creating new options. Members of learning circles are exploring the frontier of possibility and innovation, and in doing so, they try things and invent new solutions.

DASHBOARD

GENERAL CATEGORIES EXAMPLES

- Measurable
- Mission
- Financial
- Demographic
- Customer Service Measure
- Timeframed
- Significant
- Product vs. Process
- Outcomes
- Strategic initiatives
- Risk factors
- Service/resource matrix



Membership

- We are a membership organization.
What does that mean?
- Make Membership Meaningful.
This is difficult to do.
- Membership campaign's using younger families as the “face”
- Consider Membership “give aways”



Family Resource Days



Families Are Ambassadors

- Services
- Referrals
- New community members for meetings



Transition!

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ABOUT BLOG EVENTS WORK HERE SEARCH

OUR SERVICES BY AGE GET INVOLVED DONATE NOW

Transitions Planning

Opening doors to your child's future

HOME / TRANSITIONS

Welcome to the complex and sometimes frustrating world of transition planning for children, teens and adults with intellectual and developmental disabilities. With the support and guidance of Arc of Westchester's Navigation Team, this web site has been created by parents for parents. Our hope is that by breaking the transition process down into small, sequential steps, you will feel informed, empowered and able to connect your child to the important adult services they will need to live a full and happy life within their community.

Introduction to Transitions

Funding & support programs by age

Learn about each program

	Birth - 3 Years	3 - 5 Years	5 - 12 Years	12-16 Years	16 - 18 Years	18 - 21 Years	21+ Years
Westchester County Department of Health »	✗						
School District »		✗	✗	✗	✗		
IDEA »	✗	✗	✗	✗	✗	✗	
Medicaid »		✗	✗	✗	✗	✗	
OPWDD »			✗	✗	✗	✗	
ACCES-VR »				✗	✗	✗	
SSI »					✗	✗	
Guardianship »					✗	✗	

- www.westchesterarc.org/transitions/
- youtube.com/user/WestchesterArc



Autism

- High incidence of Autism
- Families need to feel as though there is a place for them at the agency for:
 - Recreation
 - Respite
 - Behavioral Supports
 - Programs
 - Family Support

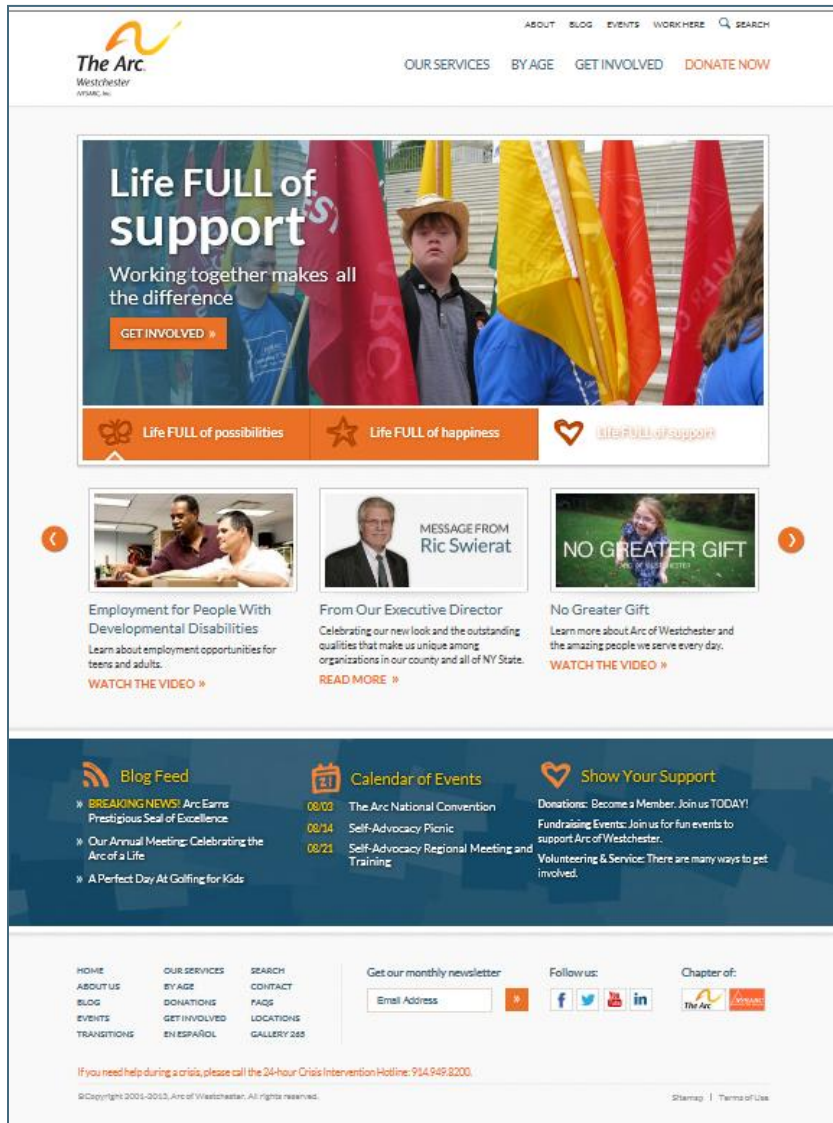


Examine Name, Image & Mission

- Involve Board, Membership and Community with this.



Website



www.westchesterarc.org

- Needs to be attractive, easy to navigate and interactive
- Blogs that discuss issues in the news
- Link to Social Networking
- RSS Feeds
- Resources for Parents :
Links of Interest



Social Networking & YouTube



FOLLOW US ON
INSTAGRAM
[@arcwestchester](https://www.instagram.com/arcwestchester)



Like us on
Facebook



FOLLOW US ON
twitter



Public Policy & Advocacy

- Families and individuals are the story & contact with legislative & policy makers
- Pick a family as the symbol of specific values
- Include families in meetings with legislators and policy makers.



Guardianship

- Helping families with information and preparing for the guardianship process. Most families must go through this process at 18.
 - workshops
 - partnering with local attorneys
 - offering a guardianship preparation service for a fee.



www.westchesterarc.org/services/guardianship



Sibling Groups



www.westchesterarc.org/services/family-support



Art

- Invite local schools to submit the artwork of their students for an Art Show.

ArcWestchester
265
gallery

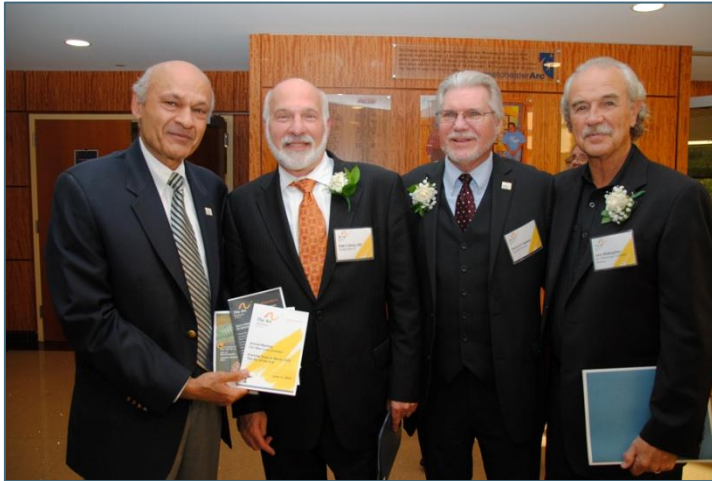


www.westchesterarc.org/gallery-265

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Annual Meeting

- Consider Exciting Speakers and Hot Topics To Get Families “in the door”



Weekend~Afterschool~Summer Vacations!

This is what young families are looking for while basic services are handled by the school district!



www.westchesterarc.org/services/day-services/life-skills-and-recreation



Customer Service!

Nothing About Us...
Without Us



www.westchesterarc.org/get-involved/self-advocacy



Fundraising

- Young Professional Group
- Use venues and activities that attract a younger “crowd”
- Honoring Younger Person at annual Event
- Family Pledge Appeal Highlighting the Importance of Services for Young Families



Questions?





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Thank You...

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Sheryl R. Frishman, Esq. 2013