



We are FPA™.

## 2008 FPA Chapter Recognition Program



"Ideas are like the stars:  
we never reach them,  
but like the mariners at sea,  
we chart our course by them"  
— Carl Schurz

*Submissions due September 30, 2008*



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## Table of Contents

Introduction: 2008 FPA Chapter Recognition Program .....	3
Guidelines for Submission and Application .....	4
Chapter Operations.....	5
Chapter Leadership.....	6
Public Relations and Public Awareness .....	7
Member Outreach.....	9
Membership Recruitment and Retention .....	11
Special Achievement .....	13
Exceptions, Appeals, Special Circumstances, Comments.....	14

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The Financial Planning Association® (FPA®) recognizes chapters that meet specified criteria for one of three levels of achievement. Those levels of achievement are bronze, silver and gold. A chapter is awarded the highest level – Pinnacle – after they have achieved gold for five consecutive years. A task force of chapter leader volunteers created this program, which continues to be reviewed annually, based on chapter leader survey responses. **This program is *your* program.** It is designed from your comments and with your chapter in mind. This program maps out specific areas of focus and helps give your chapter direction to excel. With this framework, your chapter will be given the proper recognition for excellent efforts.

### Criterion

The criteria within this program are as follows:

- ◆ Chapter Operations
- ◆ Chapter Leadership
- ◆ Public Relations and Public Awareness
- ◆ Member Outreach
- ◆ Membership Recruitment and Retention

Each criterion is vital in helping your chapter think strategically about how to allocate the human and financial resources needed to serve your local members.

### Award Selection Process

Upon receipt of your chapter's entry, FPA's Chapter Relations Department will send a confirmation e-mail to the individuals responsible for submitting the entry. The Chapter Leadership Resource Council (CLRC) Recognition Program Task Force will make their final decisions prior to the 2008 Chapter Leaders Conference. Chapters will be recognized at the FPA Chapter Leaders Conference, November 7-9 at the Omni Interlocken Hotel in suburban Denver, Colorado.

### Guidelines for Submission

The first principal of the Leadership System is trust. We trust that your chapter's submission is complete and accurate. (All information must be within the 2008 calendar year, unless otherwise stated.)

1. Indicate level(s) of recognition for which your chapter has applied by checking the appropriate box(s) at the end of each criterion.
2. Submit proof of all specified information per criterion for each level of recognition, for which your chapter has applied. Please note there is a "required for all levels" area and "optional" area. The items in the "optional" area determine which level your chapter wishes to achieve.
3. In order to achieve the next higher level of recognition, your chapter must achieve the previous level, i.e. to achieve silver level, you must achieve all bronze level and silver level criteria. Please submit only the material requested.
4. Have two Board members sign and date your chapter's submission. (Signatories must be volunteer leaders, not chapter executives.)
5. The signed application and required supporting information must be postmarked by September 30, 2008.

*Submissions due September 30, 2008*



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### Application

The signed application and required supporting information must be postmarked by September 30, 2008.

2008 Chapter Recognition Program  
Attn: Chapter Relations Department  
Financial Planning Association  
4100 E. Mississippi Avenue, Suite 400  
Denver, CO 80246-3053

For more information or questions, contact FPA Chapter Relations at 800.322.4237, and speak to Regina Robuck, ext. 7175, or Anna Gengler, ext. 7168.

#### Application Submission – *must be signed!*

Application Submitted by: \_\_\_\_\_  
*Signature*

Board Position: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date Signed: \_\_\_\_\_

Seconded by: \_\_\_\_\_  
*Signature*

Board Position: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date Signed: \_\_\_\_\_



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## Chapter Operations

### Required for All Levels (check all completed activities)

FPA Chapter Officer/Director Fact Sheet 2008-09.

Due January 7, 2008; sent to National on \_\_\_\_\_.

Chapter Officers Job Descriptions: Submit job descriptions for all officer positions and committee chairs for 2008.

### Optional (check all that apply)

**Bronze**  
2 out of 4

**Silver**  
3 out of 4

**Gold**  
4 out of 4

Financial Statement: Include a mid-year 2008 (June 30) financial statement. Must include profit and loss (P&L) statement and projected budget.

Strategic Planning Meeting: Provide the date you held or are planning to hold your chapter's strategic planning meeting for 2009. Completed \_\_\_\_\_ (date) for 2009 planning meeting.

Membership Meetings: Provide a list of all meeting dates your chapter has held or plans to hold during 2008. **Chapter Meeting Attendance:** Submit one sign-in sheet for a meeting held between January 1 and September 30, 2008. Include meeting topic, date of meeting, location of meeting and number of members attending. Also submit a one-page summary of total attendance at each meeting held in the same time period.

Chapter Web site: Provide your chapter's current Web site address. Your chapter's Web site must be active and current.

*Submissions due September 30, 2008*



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## Chapter Leadership

### **Required for All Levels** *(check all completed activities)*

**Mission and/or Vision Statement(s):** Submit your chapter's written mission and/or vision statement(s). Mission and/or vision statement(s) must be aligned with FPA's Primary Aim; visit [www.FPAnet.org/member/about/principles/beliefs.cfm](http://www.FPAnet.org/member/about/principles/beliefs.cfm) for details.

- ◆ **Mission:** answers the questions about why an organization exists, what business it is in and what values guide it.
- ◆ **Vision:** answers the question, "What will success look like?" It is a shared image of success that inspires and motivates people to work together for a common cause.

**Participation in FPA Chapter Leaders Conference:** Provide the names of chapter officers who will attend FPA Chapter Leaders Conference 2008, November 7-9 at the Omni Interlocken Hotel in suburban Denver, Colorado. The individuals listed must be volunteers, not paid staff. *(Please note: if your chapter submits chapter officers who will attend FPA Chapter Leaders Conference and then they are unable to attend, this may result in disqualification of this criterion.)*

### **Optional** *(check all that apply)*

**Bronze**  
1 out of 3

**Silver**  
2 out of 3

**Gold**  
3 out of 3

**Written Strategic Plan:** Submit your chapter's 2008 strategic plan. The strategic plan *must* include goals, objectives **and** timelines. For a plan of work template, visit [www.FPAnet.org/member/chapters/officers/resources.cfm#leadership](http://www.FPAnet.org/member/chapters/officers/resources.cfm#leadership).

**Participation in FPA Leadership Training (Live or Online):** Submit the names of chapter officers who attended a Multi-Chapter Strategic Retreat or any other FPA National chapter specific forum. *(Please note: this excludes FPA Business Solutions 2008, FPA Retreat 2008 and FPA Boston 2008.)* **Or**, provide the names of chapter officers who have completed in 2008 the online Leadership System Training via the Virtual Learning Center (VLC) at [www.FPAnet.org/member/chapters/officers/LeadershipSystemTraining.cfm](http://www.FPAnet.org/member/chapters/officers/LeadershipSystemTraining.cfm). Contact Regina Robuck at 800.322.4237, ext. 7175, or e-mail [Regina.Robuck@FPAnet.org](mailto:Regina.Robuck@FPAnet.org) with questions. *(NOTE: all new Board members must complete the Leadership Training for credit.)*

**New Committee(s) and/or Board/Committee Members:** Submit the names of all new 2008 board or committee members and all new committees formed in 2008.

*Submissions due September 30, 2008*



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## Public Relations and Public Awareness

According to the American Heritage Dictionary, **public relations** is the art and science of establishing and promoting a favorable relationship with the public. FPA considers public relations to include media relations and public awareness efforts. Media relations is working proactively and reactively to position FPA as a trusted source with editors, reporters and producers.

**Public awareness** is working directly with the public to promote financial planning. Public awareness can take several forms, including establishing and maintaining a speakers bureau and participating (via exhibiting or speaking engagements) at public events. **Pro bono** is defined as providing free financial planning advice and service to underserved and/or disaster-stricken consumer populations.

### Required for All Levels *(check all completed activities)*

**Promote the Value of Financial Planning:** Provide a detailed description of two activities conducted in 2008 that promoted the value of financial planning to the public via media relations or public awareness efforts. Include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. The submission **must include** one of the following examples related to promoting the value of financial planning:

- ◆ Public service announcements to local media *(Please include where public service announcements were distributed and aired.)*
- ◆ Secure coverage of chapter in local media *(May include use of Financial Planning Perspective (FPP) article series, Q&A columns, money makeovers and/or event announcements. Provide one sample of coverage.)*
- ◆ Participate in a local public event *(May include chapter's participation as an exhibitor at a public event, public seminars conducted by the chapter or speaking opportunities directed to a consumer audience secured by the chapter. Provide the name, date and estimated audience size at the event.)*
- ◆ Pro bono efforts *(Submission must be provided in detail, including the name(s) of involved chapter leaders, how many consumers were served and the date and location of the event/program.)*

*Submissions due September 30, 2008*



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## Public Relations and Public Awareness *(continued)*

### Optional *(check all that apply)*

**Bronze**  
2 out of 4

**Silver**  
3 out of 4

**Gold**  
4 out of 4

**Public Affairs Activities:** FPA considers public affairs to include work with legislators, regulators and government officials. Provide a detailed description of two of the following chapter activities that educate legislators and regulators about the value of financial planning. Please include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. Qualifying activities include but are not limited to:

- ◆ Participation in a Capitol Hill Day
- ◆ Lobbying at the state level
- ◆ Regulators, legislators or public officials speaking at a chapter event

**Financial Planning Week (October 6-12, 2008):** Provide a detailed description of one of the following Financial Planning Week activities. Please include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. For more information about Financial Planning week, visit [www.FinancialPlanningWeek.org](http://www.FinancialPlanningWeek.org), or contact Ryanne Enyeart at 800.322.4237, ext. 7151, or e-mail [Ryanne.Enyeart@FPA.net](mailto:Ryanne.Enyeart@FPA.net).

- ◆ Mayoral proclamations *(provide copy of signed proclamation)*
- ◆ Gubernatorial proclamations *(if this is a joint effort with other chapters, please state which chapters)*
- ◆ Hotlines and/or online chats *(provide advertisements or chat screenshots)*
- ◆ Public service announcements on radio or television *(provide where public service announcements were distributed and will be aired)*
- ◆ Chapter members speaking on behalf of FPA for a local organization or group *(provide the name, date and estimated size of audience at the event)*

**FPA - Political Action Committee (FPA-PAC):** Provide one newsletter or meeting notice of activities and/or communication creating awareness of FPA-PAC.

**Foundation for Financial Planning:** Provide one newsletter or meeting notice of activities and/or communication creating awareness of the Foundation for Financial Planning.

*Submissions due September 30, 2008*



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## Member Outreach

### **Required for All Levels** *(check all completed activities)*

❑ **Eight Hours Education per Year (2008):** Submit **one list** with all 2008 education (completed or on the calendar). Provide dates, topics, speakers, meeting times and number of hours applied for or received for all education events. This includes practice management hours. *(Please provide all hours; 15 hours are required for the optional criterion below.)*

❑ **Chapter Communications:** Provide **one printed copy** of your chapter's newsletter (printed or electronic) and meeting notices. If meeting notices are included within the newsletter, then only submit the newsletter.

❑ **Nonmember CFP® Certificants/Prospective CFP® Certificants:** In support of FPA's Core Beliefs, submit your chapter's outreach efforts to recruit nonmember CFP certificants and prospective CFP professionals within your chapter's geographic area. Provide a **detailed description** of your chapter's recruiting efforts and the results or anticipated results – *must include samples of outreach*. The following are some examples:

- ◆ Inviting nonmember CFP professionals to meetings and to join
- ◆ Establishing relationships with local college/university faculty that offer a CFP Board-approved CFP certification program
- ◆ Reaching out to students with an approved certification program and inviting them to meetings and to join as student members

❑ **Allied Professional Outreach:** Submit a detailed description, outline and results (or anticipated results) of your chapter's program to reach out to allied professionals – *must include samples of outreach*. The following are some examples:

- ◆ Alliances and strategic partnerships with allied professional organizations, i.e. National Association of Insurance Financial Advisors (NAIFA), Society of Financial Service Professionals (SFSP), Estate Planning Council
- ◆ Joint meetings and symposiums with allied professional organizations
- ◆ Reciprocal publication of meeting notices in newsletters and/or Web sites
- ◆ Offering topics of interest to allied professionals during meetings
- ◆ Specific networking opportunities

*Submissions due September 30, 2008*



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## Member Outreach *(continued)*

### Optional *(check all that apply)*

**Bronze**  
1 out of 4

**Silver**  
2 out of 4

**Gold**  
3 out of 4

**15 Hours of Education (includes all educational programs):** If you have already submitted 15 or more hours in the above required section, you have completed this optional requirement.

**Professional Development:** Submit a **detailed description**, outline and results (or anticipated results) of your chapter's program for professional development. The following are some examples:

- ◆ Mentoring and internship programs
- ◆ Relationship with faculty and student group of local colleges/universities offering CFP® certification programs
- ◆ Job posting programs
- ◆ CFP® certification exam study groups

**Scholarship Program(s):** Submit detailed materials documenting your chapter's implementation of or development plan for offering some type of local scholarship program, i.e. FPA CFP® Certificate Scholarship or FPA Residency Scholarship or other chapter scholarship programs. Please include dates and names of scholarship recipients and/or expected date of scholarship award – *all documentation and recipient name(s) **must** be included.*

**FPA Chapter Suitcase:** With this is a turn-key chapter program, chapters are able to purchase a "suitcase" of FPA products and resources to display at chapter meetings and industry events. Participating chapters share in the revenue generated for onsite and post sales. Visit [ShopFPA.org](http://ShopFPA.org) or contact Nicole Davis at 800.322.4237, ext. 7142, or e-mail [Nicole.Davis@FPAnet.org](mailto:Nicole.Davis@FPAnet.org), for FPA Chapter Suitcase information.

*Submissions due September 30, 2008*



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## Membership Recruitment and Retention

**Required for All Levels** *(check all completed activities)*

**Membership Recruitment:** Submit a detailed description and outline of your chapter's membership recruitment campaigns including results or anticipated results. The following are some examples:

- ◆ Member-Get-A-Member campaign
- ◆ Using materials from the national office for recruitment campaigns
- ◆ Membership promotion to nonmember CFP® professionals
- ◆ Membership promotion to allied professionals
- ◆ Co-marketing efforts with allied professional organizations
- ◆ Contacting members one-on-one
- ◆ Support national trial membership program efforts
- ◆ Membership outreach program to allied professionals

**Membership Retention:** Submit a detailed description and outline of your chapter's membership retention efforts including results or anticipated results. The following are some examples:

- ◆ FPA national retention pieces at meetings, including new member benefit updates
- ◆ Phone follow-up with members who are due to renew
- ◆ New member program, including welcome, orientation, etc.
- ◆ Contacting members one-on-one
- ◆ Member benefit updates



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## Membership Recruitment and Retention *(continued)*

### Optional *(check all that apply)*

**Bronze**  
1 out of 4

**Silver**  
2 out of 4

**Gold**  
3 out of 4

**Membership Growth A:** Submit your chapter's net growth number for the timeframe September 1, 2007, through August 31, 2008. Only positive net growth will be recognized. For example: 100 members on September 1, 2007, increased to 101 members on August 31, 2008.

**Membership Growth B:** Submit your chapter's net growth for three (3) year period for the timeframe September 1, 2005, through August 31, 2007. To meet this criterion, your chapter's membership as of August 31, 2008, must be at least one member greater than the average of membership for August 31, 2005, 2006 and 2007. For example:

August 31, 2005 = 131

August 31, 2006 = 155

August 31, 2007 = 144

**Total = 430**

The average is 143 (430 divided by 3)

August 31, 2008 = 144 *(You must have one greater than the average in order to achieve this criterion.)*

**75% Chapter Member Retention:** Track the number of members who paid renewal dues between September 1, 2007, and August 31, 2008. The total number for that timeframe will then be divided by the total number of members as of September 1, 2008. For example:

245 members paid renewal dues between September 1, 2007, and August 31, 2008

September 1, 2007, the chapter membership was 284

245 divided by 284 = 86% *(You must have 75% or greater to achieve this criterion.)*

**Membership Development Committee:** Provide a membership development committee job description and strategic plan of work. At a minimum, you must outline strategies, tactics, responsibilities, and results or anticipated results. A tactic might be to coordinate a new member orientation program which includes new member breakfast or luncheon, welcome letter, follow up plan, etc. **Submission must include a detailed plan of work and a list of participating committee member names.**

*Submissions due September 30, 2008*



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## Special Achievement

### Required for Gold Level *(check all completed activities)*

Submit a detailed narrative of your chapter's extraordinary achievement in any or all of the areas below. The narrative must include an explanation of why you feel your chapter's achievement is extraordinary and supporting materials if necessary. The narrative must be less than 500 words and no more than three attachments per event.

- Membership marketing
- Education
- Public relations
- Administration and/or leadership
- Government relations
- Programs
- Pro bono
- Other chapter areas (career development, technology, etc.)

Please share your chapter's success stories so that we may share the great and special achievements with other chapters.

*Submissions due September 30, 2008*

