## SECTION 3

## L <br>  D <br> YOUR TIGER TRIBE

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Your T4T club can only succeed under confident, responsible student leadership. You have the power to make a difference for tigers and inspire your fellow students to become the next generation of conservationists!

This section of the Resource Guide provides information on how to develop your leadership skills to successfully lead your organization and to ensure continued leadership from your fellow officers and members.

## SET GREAT GOALS

## Why Should Your Club Establish Goals?

With clear and defined goals, you can develop an action plan to show progress, celebrate your accomplishments, motivate your team and build cohesion among members. Goals keep your team focused. If you establish goals and plan accordingly, you will lead your T4T club to success.

## Plan Your Goals

## Brainstorm Your Ideas

Create a list of potential goals that you would like to achieve. Ask club members what they would like to accomplish throughout the year. What are their ideas? Remember that all ideas are great, no matter how crazy they may seem.

## Prioritize \& Mold Your Ideas

Begin to narrow down your ideas, determine what you can actually achieve, and mold your ideas into goals.

- Keep your goals focused on your mission
- Keep your members involved in the conversation
- Reflect on your goals and prioritize them
- Make sure that your goals are realistic and achievable


## Consider this!

Assumptions - Is there anything that you need to assume to accomplish the goal? What factors will affect your plans?

Resources - What resources will you need to carry out your plan? (Money, people, experience, time, materials, etc.)

Constraints - What are your limitations?

## Use the Acronym SMART to Establish Great Goals

| 3 | Specific - Your goal should be clear, understandable, and specific to the action. |
| :---: | :---: |
| 1 | Measurable - Your goal should define how it will be met or quantified. How will you know if or when your goal will be accomplished? |
| - | Attainable - Your goal should be realistic and feasible considering your constraints, but it should also challenge you and your team. |
| 1 | Relevant - Is your goal relevant to your mission? Does it fit into your long-term plan for T4T? |
| T | Time Specific - Your goal should include a time frame or deadline. When do you want to complete your goal? Pick a date and stick with it! |



Chelsea Connor, Towson T4T Founder

Chelsea and Sung in Washingtion, D.C.

## Develop an Action Plan:

Now that you have prioritized your goals and considered your constraints, it is time to get to the nuts and bolts of the planning process. An action plan will outline the strategies and tasks that your team members will need to complete to achieve your goal.

## Things to think about for your action plan:

- What are the responsibilities that need to be undertaken to achieve your goal?
- How long will it take?
- Who will do it?
- What resources will you need?
- What tasks can be completed sequentially or at the same time?
- Are your deadlines realistic?


## Implement Your Action Plan:

Developing an action plan is a waste of time if you do not implement it.

- Follow through with your action plan
- Make "To Do" lists
- Keep everyone informed and motivated
- Stay focused and don't procrastinate
- Celebrate your accomplishments and recognize your members for their hard work


## Evaluate:

Did you accomplish your goal? Did you make mistakes along the way? Sit down with your team and evaluate your accomplishments. Take notes on what you can improve for next year and recycle your action plan for another goal or activity.

# Lemparshlp and OFFICER DEVELOPMENT 

The officers of your club will be the driving force behind T4T at your school. These students have taken the responsibility to become leaders of your organization and will be the most dedicated members of your club.

## Qualities of a Good Leader

There is no one-size-fits-all formula for an effective leader. In order to become a successful leader within your T4T club you need to have a great understanding of who you are and why you became involved in Tigers for Tigers. Utilize your personality traits to develop a successful leadership style that works for you.

Staying positive and remaining professional at all times are essential to exercising effective leadership. Now, this doesn't mean you can't have fun, but it is important to remember you represent your organization and are a role model for your members.

You should be open to all opinions of your members and be willing to engage in productive discussions. Often times your members will have great ideas that can lead to new successes for your club.

Engaging with your members is critical to fostering a welcoming environment where they can share their ideas and feel like a contributing member in your club. Something as simple as learning your members' names and chatting with them at meetings and gettogethers can mean a lot to students.

Trust your officers. Rhiannon Koehler of Mizzou contributes her trust in her officers to Mizzou T4T's success. You need to learn to delegate responsibilities and tasks to others.

As a college student, you are no stranger to stress. The key is to manage your stress so that it does not overtake your ability to run your club effectively. Surrounding yourself with competent, responsible officers who can help you when you become overwhelmed is important to alleviating the stress that comes with running a T 4 T club.

## Develop Structure for your T4T Club

A clear structure will give your T4T club the ability to maintain order and resolve issues in an effective manner and will bring your members together by giving meaning to the students who join your club.

Revise and edit your club constitution to match your current structure.

## Start Small, Scale Wisely

Don't spread yourself too thin when it comes to establishing officer positions. Instead, you must find the right balance that works for your club so that you have enough people to handle the responsibilities, but not too many so that people feel useless and lose interest. It is better to focus all of your energy on one or two initiatives and give 110\%.

## Officer Position Descriptions

Club positions will vary; however, the majority of clubs will have a president, vice president, treasurer, and secretary. Below we outline suggested roles and responsibilities for these positions.

## President

The president is the leader of your club and is in charge of organizing attainable goals for current and future semesters. The president is also the face of your organization. As such, he or she serves as a role model for other members and represents your club to the university administration and to the local community.

The president works closely with the vice president to establish yearly goals and to supervise the other officers and club members. Additionally, the president will maintain a positive relationship with your advisor to ensure transparency and consult him or her for help when needed.

While your club should make its decisions based on the common desires of its members, it is inevitable that difficult decisions must eventually be made that will have important consequences for your organization. This responsibility will fall on the president who must weigh the opinions of his or her members and fellow officers before ultimately making the final decision. Your advisor can be very helpful when making difficult decisions and is an important resource for you.

## Vice President

The vice president works closely with the president to oversee club operations and ensure that goals are being met. In the absence of the president, the vice president will take over his or her roles, whether that be leading T4T meetings, hosting events, or meeting with university administrators.

## Treasurer

It is the treasurer's responsibility to keep an accurate and complete record of all monetary transactions. The treasurer must also keep the president informed of the club's budget and advise him or her on use of club funds.

The treasurer, along with the president and advisor, should have the authority to deposit and withdraw funds from the club's bank account. Additionally, the treasurer must aid in developing budget requests when requesting funding from outside sources, such as Student Government or donors.

## Secretary

The secretary keeps an accurate, permanent record of the minutes and proceedings of your club's meetings and is responsible for distributing them to your members. Taking attendance at meetings and maintaining an accurate list of active club members are also responsibilities of the secretary.

## Additional Officer Positions

As your club grows, you will be able to take on more projects. These new initiatives may require the creation of new officer positions to achieve your goals. Below we outline a list of potential officer positions:

- Marketing Coordinator
- Philanthropy Chair
- Cubs for Cubs Chair
- Social Chair
- Education Chair
- Campus Representatives
- Trips Chair


## Where to Find New Officers

If you need help on marketing your club, reach out to marketing students. If you need someone to design flyers for meetings and events, reach out to a student pursuing a graphic design degree. Utilize the resources on your campus to reach students who specialize in a particular area of interest. Deans and Department Heads would be glad to pass your requests around to their students.

## Officer Meetings

It will be necessary to organize meetings with your club's officers outside of regular club meetings. These officer meetings are crucial to ensure your organization's leaders are on the same page with respect to your club's goals, direction, and upcoming events. Depending on the needs of your club, officer meetings can be regularly scheduled or organized as needed by the President or other officers.

## how to make A GOOD DECSEION

As a leader in T4T, you will have to make many decisions to determine the direction of your T4T club. Some of these decisions will be quick and easy, while others will be difficult and take time to make. We describe a helpful set of steps that can be used to make important decisions.

## Decision-Making

## What is Decision-Making?

Decision-making is the process of making choices by setting goals, gathering information, and assessing alternative occupations.

## Steps for Effective Decision-Making

There are seven essential steps that comprise effective decision-making:
(1) Identify the Decision to be Made
(2) Gather Relevant Information
(3) Identify Alternatives
4. Weigh Evidence
(5) Choose Among Alternatives

6 Take Action
(7) Review the Decision and Consequences
"The two most important pieces of advice I can give for making good decisions are to seek sound advice from trusted members and your faculty advisor, and to stand by the decisions you have made. Remember that T4T is a student organization and as a student leader in your club you make the final decisions."

Taylor Tench, Policy Intern for the National T4T Coalition, Clemson T4T

## Steps for Effective Decision-Making



## HOW TO MANACE STRESS

As a T4T leader, you will have to make difficult decisions, and not everything will go according to your plan. But this is ok! Everything will be alright, and we are here for you! Balancing your life can be tough as a college student, but there is no reason to let Tigers for Tigers stress you out to the point of exhaustion. Below we outline a few tips to manage your stress levels while in college.

## Have a Positive Attitude

Attitude is everything. At the end of the day, the sun will go down, and it will rise again in the morning. Stress management is about how you respond or react to changes in your environment. Be present to the moment and focus on the positives of the situation.

Tiger conservation is grim at best. But we have the opportunity to empower our peers to make a difference. We can be the ones to share success stories and bring light to the conservation movement. If we remain positive, enthusiastic, and encouraging, we can accomplish a lot!

## Manage Your Time Wisely

All of us say that we are too busy. But to be honest, we're not. We need to learn how to prioritize our workload, and take a few minutes throughout the day to relax. Before you organize yourself for your upcoming T4T meeting or start a particular project, ask yourself, "Am I doing the right activity at the right time?" You do not want to waste your time on a particular project that is not critical to your immediate success.


Robin Lloyd and Jessie Schieler of Auburn University T4T with Dr. David Baker at the 2015 National T4T Summit at LSU.


## What Happens If Your Event Does Not Go According to Plan?

Your event will not go according to plan even if you thought you planned everything right. That's ok. Go with the flow and be willing to adapt. If you hit a roadblock, determine alternative ways to achieve your goal. Look at the unexpected as a challenge that you can solve in that particular moment. Be flexible and remain positive. Your positive attitude will rub off on your leaders and officers and if you're positive you can keep the morale of your group high. If you're stressed in a particular moment, talk it out with someone you trust in your T4T club and make sure that you remain positive.

## Relax

When you get overwhelmed with a particular activity or task, take a few minutes to relax. Step back and place things in order. Just breathe through your nose and exhale. Relax your mind and focus on your breathing.

## Eat Healthily

Eat well and eat healthy foods. Your body will thank you for it. Try to limit yourself from consuming too much sugar and caffeine throughout the day.

## Do One Physical Activity a Day

Try to spend everyday doing some form of physical activity. If you are unable to get to the gym, try going on a walk with a friend. Physical activity or exercise will help you maintain mental fitness, by reducing fatigue, improving alertness and enhancing cognitive function. You'll decrease tension, alleviate stress, improve your self-esteem and sleep better.

## Sleep

On average, college students sleep 6-7 hours a night. Sometimes it's hard to fall asleep due to racing thoughts, anxiety due to an upcoming exam, or worries over the upcoming T4T event. Add an hour of sleep to your day and you'll begin to feel the difference.

## TEAM BUILDING

Success start with a great team. Follow these tips to grow and develop your Tigers for Tigers club!

## Build Trust and Respect

As a leader in T4T, you need to build trust, respect, and develop open communication between your leaders and members. You also need to build a place of community and belonging.

## Here are a Few Tips to Build a Great Team

1. Talk Straight - be honest
2. Demonstrate Respect - be fair and kind
3. Create Transparency - be real and genuine
4. Right Wrongs - apologize quickly and take action
5. Show Loyalty - give credit to others
6. Deliver Results - establish a track record
7. Get Better - always improve by learning more
8. Confront Reality - take the issues head-on
9. Clarify Expectations - create a shared vision with your team
10. Practice Accountability - hold yourself \& others accountable
11. Listen First - seek first to understand
12. Keep Your Word - keep your commitments
13. Extend Trust - extend trust to others to create reciprocity

## Build a Community

In order to build a team, you need to break the ice and foster relationships between your T4T leaders and members. Offer opportunities for your members to get to know each other in informal settings by going to a coffee shop or eating at your favorite restaurant in town. Informal conversations will build human relationships among your team. During formal T4T meetings, try a few ice-breakers and team building activities. They may be awkward at first, but at the end of the day your team will learn more about each other.

## "It's really important to develop a community and bond with members within your T4T club. Because all of us know each other, it's easier for us to work together on projects and events."

Matt Miles, RIT T4T

## Take Advantage of Conflicts

Conflicts will arise between your club leaders and members. Not everyone is going to agree with a decision or be on the same page. However, as a leader of a team, you need to address conflicts properly. Keep your cool, try not to complicate the situation, be sure to listen to both sides with an open perspective, identify ways to compromise and solve the conflict with a consensus. Conflicts are great if they offer new perspectives without disruption.

## Remain Positive and Acknowledge Success

Remain positive and keep a positive vibe among your team. T4T is not only about working hard to accomplish your goals, but also about having a fun time making a difference for your mascot. So make sure that you get out of the classroom setting, celebrate your success and reward others for their participation and accomplishments.

## SELL T4T TO STUDENT GOVERNMENT

Below are a few tips and tricks to pitch Tigers for Tigers to your Student Government Association.

## What Does Your Student Government Care About?

How will the event make an impact on your campus and for your club members?How will the event engage the student body as a whole?How will the event or activity enhance the public image/reputation of the university and the student body?
## How to Set up a Meeting with Student Government

Reach out to your Student Affairs and/or Activities Office to determine who you need to contact to set up a particular meeting. Every university has a different process. If you have trouble reaching student government, reach out to your faculty advisor for assistance.

## Plan Ahead of Time

You can never plan too early when it comes to meeting with members of student government. Try to set up a one-on-one meeting with someone on the funding board of student government in advance. Work with student government and your faculty advisor to determine what is required prior to the big meeting. You will most likely need to develop a onepager stating your ask, a budget outline, and an impact statement. Ifyou have questions, do not be afraid to ask members of student government what they are looking for in your proposal. They are there to help your club achieve success!

## Double Check Your Numbers

If you are seeking funding for a particular event or activity, make sure that all of your numbers and budget line items are accurate. Do your due-diligence to ensure that you have not missed something in your funding proposal.


Tigers for Tigers is a club for anyone with a heart for big cats.
Kaitlin Carter, Clemson T4T

Student government is more willing to give you money if you can leverage existing funds designated for the event. Therefore it is best to outline how much money your club is willing to spend out of your current club budget, and how much you have fundraised from outside sources to support student government's contribution.

## How to Sell Your Club Once You are in the Room

## Ask them: "Are you a tiger?"

They will say: "YES!"

1. Highlight your club's mission and successes. What is your club about and what have you accomplished in Tigers for Tigers?
2. What is your ask? What do you want from student government? Be clear and concise. If you want money, how much and where will it go?
3. How will their support benefit your club and the rest of the university? How will your T4T club's activity or event leverage the university's image and enhance their reputation?
4. How will you engage the student body outside of your T4T club?
5. Answer any questions that student government may have.
6. Thank them for their time and support.

## Your Behavior

Clean up and dress up. Your appearance represents your T4T brand. Make sure that you are not late! You always need to make a good first impression.

1. Engage the students within the room. They are your peers. Start to build rapport with the students before your pitch
2. Relax and stand tall
3. Smile
4. Be enthusiastic
5. Be clear and concise
6. Tell a story to articulate your thoughts and ideas
7. Do not read a script off of a piece of paper

## Follow Up

After your meeting with student government, follow up with the decision maker, reiterate your pitch and thank them for their time.

## Talking Points for Tigers for Tigers

There are 56 tiger mascot universities across the U.S. encompassing 450,000 enrolled college students who self-identify with their tiger mascot. You are one of those students!

T4T is recognized nationally. You are a part of something bigger than yourself, and you are working with other students across the county to save your mascot.

T4T has the power and ability to merge school pride with academics by empowering students of all majors and disciplines to support their identity, your school mascot, the tiger.

You are making a real impact for real tigers!
You are leveraging your school administration's identity and representing your school to the highest standard.

## Electing Naw T4T LemDers

Electing new officers can be an exciting and bittersweet time for your T4T club. Every T4T club elects new officers differently. We wish to provide you with guidance and advice to ensure that your election will be as smooth as possible.

## Groom Future T4T Leaders

Throughout the year, you should think about who is going to lead your club after you graduate. Look for individuals who respect the organization, demonstrate distinct leadership skills and have a passion for T4T. As an outgoing leader, take those individuals under your wing and encourage them to run for a leadership position during elections.

You should look for a diverse group of T4T members with different leadership styles and backgrounds to balance out your T4T club.

## Think Ahead

Is your T4T club growing? Do you want to develop new leadership positions? Are there roles and responsibilities that you want to add to current positions for next year? Consider your current needs and resources, and make adjustments in your leadership as necessary.

As a current officer, your attitudes and behaviors affect T4T members around you. If you want to build continuity and trust, remain positive and encouraging around the election period.

## Develop a Safe Process to Elect New Officers

The election may generate tension within your organization if you do not clearly explain the election process and communicate it effectively to all of your T4T leaders, potential candidates and members. Prior to the election, we encourage all of the T4T officers to co-develop a process to elect new leaders and make amendments into your existing bylaws. This will minimize tension and ensure that everyone is on the same page.

## Announce the Upcoming Election

You should announce that you will be hosting elections a few weeks in advance to give potential candidates time to consider running for particular positions. When you make the announcement to all of your members, reiterate all of the positions' roles and responsibilities to familiarize potential candidates. Towson T4T prints out job descriptions for each position and distributes them when they announce their election! Encourage all members to run for a position.


## Recommendations to Reduce Tension

1. State the purpose and process prior to the election
2. Reiterate to members that they are voting for individuals whom they feel are best qualified for that position and best for the organization. Do not just vote for someone because they are your friend. Do what is best for the group as a whole
3. Remain unbiased in the process. If you are the club President or an outgoing T4T leader, we recommend that you do not participate in the voting process
4. Designate a facilitator for the election, preferably someone who is going to graduate
5. Conduct the election based on your co-developed election process.
6. Vote anonymously, preferably with paper ballots
7. Thank everyone for their participation and encourage everyone to participate in all of the activities the following year

## What Should You Do Immediately After the Election?

Immediately after the election, send the election results to your faculty advisor, T4T leaders and members via email.

## What to Say to Members Who Did Not Win a Position

It will be very important for the outgoing leaders to ensure that disappointment will not lead to tension in the new academic year. The President should thank everyone who ran. If members are feeling disappointed, the President should also spend one-on-one time with the individual and encourage them to participate and run for a position next year. If an individual did not get elected for a position, but they still really wanted to participate, offer them a vice-chair position and opportunities to help out the club.

## OFFICER TRANSITION

After a long year of hard work and success, a smooth officer transition is critical to build on your accomplishments for the next academic year. Without a great transition, your club will be starting from scratch without utilizing the momentum you created last year.

## Keys to a Successful Officer Transition

Efficient and proper planningIncoming officers understand their roles and responsibilities
(3) Incoming officers understand the historical perspective of the organization and future goals

## Plan Ahead

Throughout the year, officers should identify some of your most passionate, hard-working T4T members. These dedicated members will be ideal to take on an officer position when the election occurs. Asking club members to assist you while you undertake your officer duties will provide them with experience, exposure to the club and mold them to become future T4T leaders. When it is time for elections, encourage these leaders to run for a position, or nominate them for a position yourself.

## Develop an Officer Binder for Each Position

The officer binder or folder, physical or digital, should contain all information relevant to the duties of the respective officer position. Regardless of the medium, it is important to keep the officer folder up to date, organized, and easy to access.

You should include these documents in your officer binder:

- Responsibilities of the officer
- Detailed description of the position
- A letter from the former to the new officer including advice, experiences, lessons learned, priorities, etc
- Information about university contacts and local relationships
- Officer and faculty advisor contact information
- Correspondence
- Budget and receipts
- University policies and procedures


## Host an Officer Training Workshop

Immediately after your election, you should transfer important information on bank accounts, passwords, email information, shared file access, etc. to the new officers.

Your faculty advisor should be an integral part of your officer transition. New officers should be introduced to your advisor before the end of the school year. Remember, your advisor is the foundation and institutional memory of your T4T club.

All of the former officers, new officers, and your faculty advisor should host a training workshop to share their experiences to ensure a smooth transition. Host the workshop outside of a classroom setting.

## At the training workshop, the outgoing officers should:

1. Conduct a few team-building activities
2. Pass on your officer binder
3. Share your contact information
4. Discuss the position's roles and responsibilities
5. Discuss your experiences, lessons learned, failures, and hopes for next year
6. Establish attainable goals for next year with the new officer and review the strategies with the advisor

Rajiv Bery of Clemson University T4T recommends that the outgoing and incoming presidents and vice-presidents host a separate meeting to discuss lessons learned, failures, and potential opportunities. "At the end of the day, it is the president's and the vice president's responsibility to execute the activities outlined within the club. So they have to become a great team and know how to work well together to achieve success," Rajiv Bery.

After the workshop, the outgoing officer should introduce the new officer to key administrators, faculty and staff on campus.

## Transition Binder

A transition binder is critical to maintaining future strong leaders within your club. Below we provide ideas for content to be contained within your Transition Binder that should be developed for each officer position. This does not have to be a literal binder; an online management system will work as well. The idea is to keep all documents and information related to your club neatly organized and accessible in one place. It should be updated constantly throughout the year.

## Introduction

- Table of contents
- Club mission statement
- Club constitution and bylaws
- Club policies and procedures
- Documents representing the history of club
- University policies and handbook
- Calendar of upcoming events and deadlines
- Goals and objectives
- Descriptions of Officer Positions
- Officer election process information and timeline


## Officer Positions

- Responsibilities of each officer
- Detailed description of each position
- Letter from a former to a new officer including: - Advice
- Experiences
- What was improved upon this year
- Things to know when you start that particular position
- Lessons learned - describe successes and failures
- Priorities of the particular position
- Timeline and Procedures - the small details or the "how to's," including a list of things that need to be completed immediately (e.g. register organization on campus, etc.)
- Goals that a former or new officer wishes to accomplish


## Contacts and Relationships

- Contact information of University Administrators and their relationship to your position
- Faculty Advisor contact information
- Officer contact information
- Member contact information
- Log-in information (IDs, passwords, names, email addresses) for websites, email accounts, etc.
- Contact information for event partners (business owners, zoo contacts, etc)
- National Tigers for Tigers Coalition contact information


## Membership Information

- List of members and their contact information including email and cell phone
- List of interested T4T members and their contact information
- Committee rosters


## Agendas and Meeting Minutes <br> - Club meeting minutes <br> - Officer meeting minutes

## Correspondence

- Listserv messages
- Emails to your club
- Emails from your faculty advisor
- Monthly mailings and emails


## Progress Reports

- Progress reports allow officers to record what is new or different, what has been improved upon, what is ongoing, recent accomplishments, etc.
- Blank progress reports to be completed throughout the year either for your T4T club or for your Student Affairs Office
- Completed progress reports

Evaluations

## Budget

- Acopy of the yearly budget sheet and any financial statements regarding that particular position
- Copies of receipts from previous purchases
- Fundraising ideas/projects that require funding
- Blank student government funding request forms
- Completed student government funding request forms


## National Summit/Other National Activities

- Any materials pertinent to these events such as brochures, fact sheets, agendas, information collected from a former national event, etc.


## Special Events

- Copies of club event materials and information
- Sample posters and or flyers from previous projects


## Officer Transition

- Agenda, presentations, and handouts from past training retreats or meetings
- Unfinished project information Name and contact info of outgoing officers


## STAY RGTIVE IN THE SUMMER

During the summer, you can reflect on the previous year, re-focus and plan accordingly for the fall. We provide recommendations below to keep your T4T club active during the summer. The more you can accomplish during the summer, the more prepared you will be.
(1) Host a few conference calls with your T4T leaders in the summer to discuss your plans and to build stronger relationships between your leaders.
(2) Develop your goals for the fall. How many members do you want to recruit? Are you planning any fun activities to build relationships with your members? How much money do you want to raise?
(3) Develop a tentative calendar for your planned activities with your T4T leaders.
(4) Establish a budget with your T4T leaders based on your calendar and goals.
(5) Make sure you have signed up for your Student Organization Fairs.
(6) Schedule your interest meeting(s) around your Student Organization Fairs.
(7) Start to brainstorm ideas for your first few T4T meetings. How are you going to recruit new members? How are you going to build a community of new T4T fans?
(8) Reach out to your faculty advisor and discuss your tentative activities for the fall.
(2) Stay active on your social media accounts! Share your goals and plans for the fall! Share relevant tiger conservation news. Keep your following informed and excited for the fall.
(10) Reach out to your Student Life and Activities Offices to ask them for help and resources for your upcoming activities and events.
(11) Plan a fun event for your members taking classes over the summer and for those who live in the surrounding area.

