



Europe is Creating a Buzz



The Delta Kappa Gamma Society International ~ For Key Women Educators ~ June 2009

Women educators have a choice as to how they will spend their time. ΔΚΓ is in competition with the demands of a job, responsibilities for the home and family, as well as other professional, civic, religious and social organizations. It is crucial that chapter meetings, projects and activities not only attract key women educators and address their needs and interests, but are also worth their time and effort.

Member countries in Europe are responding positively to this challenge by providing interesting and innovative chapter meetings. **Riitta Liisa Arpiainen**, Zeta Chapter, Tampere, Finland, and a member of the International Communications Committee says, "We must do things differently to attract today's busy, multi-tasking woman educator. June's Tip of the Month gives examples of activities that have proven successful in Sweden and Finland."

Marianne Skardeus of Sweden, a member of the Board of Trustees of The Delta Kappa Gamma Society International, Educational Foundation, has five suggestions.

1. Give away a prize or award. This makes headlines in local papers. Send a tip or press release in advance.

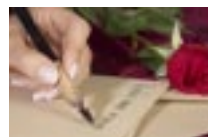


2. Recognize member achievements such as a higher degree, promotion, or award and send an article to a paper or magazine.

3. Members who write or edit books should donate copies to the library. Inform the press of the presentation.



4. Local media outlets need to know when there is a change of officers at the chapter or state level. They publicize service projects or innovative practices. Send photos.



5. Prepare press releases for members who serve at the state, regional and international level.

Liisa Peltomaa, serves as membership chair for **Gamma Chapter** in **Turku, Finland** and has several hints for recruiting new members and keeping *experienced ones*.

1. Someone in the chapter, or a small committee, should be responsible for assuring at least 2-3 new members are recommended every year.

2. Members should recommend for membership, colleagues, former students and educators working in neighboring schools or other institutions.

3. Chapters should have up-to-date brochures listing their goals, activities, projects, membership fees and other pertinent information.



4. Include in the invitation to prospective members, the chapter brochure, a list of individuals to contact, and other important information about the Society.

5. Organize theatre trips. Sell tickets to friends, mainly educators, and on the way, tell them about your chapter and invite them to visit a meeting.

6. Advertise chapter meetings and other events in the "free" column in the local paper. After the event, you have many prospects to consider for membership.

7. Use a handwritten note to stay in touch with members who may not have read their email or attended in a while. Check on your members who are absent. They will appreciate it.

8. Acknowledge members' birthdays and other achievements with a card. People love *belonging* to a group of friends.



9. Provide time occasionally for members to share about themselves, their work and hobbies.

10. Keep your members well informed. Don't assume they know what is going on in the chapter or the Society. Communicate frequently and in different ways.

11. Make sure all members have responsibilities and tasks to perform. Everyone wants to feel needed, useful and important.

Zeta Chapter, Tampere, Finland shares the following tip:

Choose some interesting books for members to read.

At chapter meetings give brief overviews of the books and encourage others to read them.

You will have interesting discussions.



During the pre-conference training sessions at the five regional conferences, state organization presidents, editors and webmasters will receive more tips for use in *Creating a Buzz*.

Workshops, such as *Basic Electronic Communication 101, Create a Buzz by Using Latest Electronic Means, Website Design, and others*, will also be offered.

Let's advance the Society by increasing our visibility!