



LEADERSHIP TIPS

CHAPTER LEADERSHIP TIPS

Chapter leadership is both an art and a science. The administration of the chapter (adhering to the bylaws, submitting reports, managing finances, and so on) is the science part of the equation. It is systematic, evidence-based, and structural. More information on chapter administration can be found on the SPJ website where the [downloadable resources](#) exist.

Leadership is an art, in part because you're working with a dynamic group made of people. This requires creativity, finesse, manners, and great communication. This tip sheet outlines several general leadership responsibilities to strengthen both the members and the chapter at large.

SET GOALS

Very few people have confidence in a team of leaders they feel are just "winging it". How are your leaders spending their time and energy? How do they want the chapter to look at the end of the leadership term? What problems need to be addressed? What vision do you have for the future? Set annual, achievable goals and invite others to help achieve them.

DELEGATE

Involving others and delegating important work to them increases their engagement and buy-in for the chapter's success. When leaders delegate, they show members that they have trust in them. Letting go of control illustrates that leaders depend upon and believe in the general membership. Delegation lightens the load for the top leaders. By delegating, leaders are creating future leaders who will later be ready to lead and serve as chapter officers.

RECRUIT MORE MEMBERS

A membership recruitment campaign with special events and promotions is a great place to start. This will give the chapter a focused approach to recruitment. But know that growing the chapter membership should happen all year. If a member brings a guest to a speaker, fundraising event, social activity, or similar event, your chapter could steadily grow without a huge one-time effort during the year. Just remember to invite them to join (don't let them fade away), pay their dues, and get involved right away.

COMMUNICATE

There are so many people who want and need to know what the chapter is doing: the members, the campus/community at large, nearby sister (pro and campus) chapters, headquarters staff, and SPJ volunteers. Create a list of people that should know what's going on and be sure to keep them updated on a regular basis. Take the time to post your chapter's events on the [SPJ website](#) to grow your audience!

PARTICIPATE

Your chapter is part of a giant, national network of members-at-large and dozens of pro and campus chapters. Get involved in SPJ to maximize your chapter success resources and get connected with others who share the same commitment and passion for journalism. SPJ offers networking opportunities, events, organizational partnerships, and educational programming for its members.