



THE FINANCIAL  
PLANNING  
ASSOCIATION

The Heart of Financial Planning™

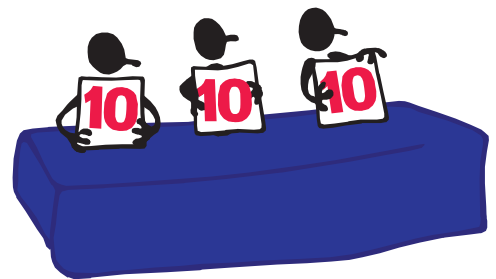
# 2006 CHAPTER RECOGNITION PROGRAM



*"The Facts, Please... Just the Facts!"  
(Sgt. Friday, Dragnet)*

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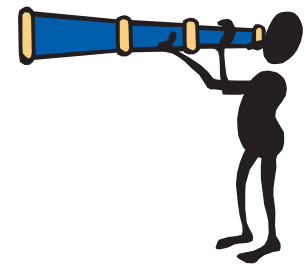
# 2006 Chapter Recognition Program

The Financial Planning Association® (FPA®) recognizes chapters that meet specified criteria to one of the three levels of achievement. Those levels of achievement are bronze, silver, and gold. 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 frame work, your chapter will be given the proper recognition for excellent efforts.

## Criterion

The criteria within this program are as follows:

- ◆ Chapter Operations
- ◆ Chapter Leadership
- ◆ Community Outreach
- ◆ Member Outreach
- ◆ Membership Development



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 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 2006 Leadership Conference. Chapters will be recognized at the Leadership Conference, September 15-17 in 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 2006 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. Under the "optional" area, this is where your chapter must decide which level you wish 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. (Board members must be volunteer leaders, not chapter executives.)
5. Return signed application, and required supporting information by August 14, 2006.

# Chapter Operations

## Required for All Levels

- ◆ FPA Chapter Officer/Director Fact Sheet  
**Due January 3, 2006**  
Sent to National on \_\_\_\_\_.

## Optional

**Bronze**  
2 out of 4

**Silver**  
3 out of 4

**Gold**  
4 out of 4

- ◆ Organization Chart: This chart *must* be filled out with your chapter's officers/directors, and committee members. A sample chart can be located at [www.fpanet.org/member/chapters/officers/resources.cfm](http://www.fpanet.org/member/chapters/officers/resources.cfm).  
 **Completed**
- ◆ Financial Statement: Include a mid-year 2006 (June 30) financial statement.  
 **Completed**
- ◆ Chapter Officers Job Descriptions: Submit job descriptions for all officer positions and committee chairs for 2006.  
 **Completed**
- ◆ Chapter Meeting Attendance: Submit one sign-in sheet for a meeting held between January 2 and July 31. Also submit a one-page summary of total attendance at each meeting held in the same time period.  
 **Completed**



# Chapter Leadership

## Required for All Levels



- ◆ Mission and/or Vision Statement(s): Submit your chapter's written mission and/or vision statement(s).
  - 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. **Completed**
  
- ◆ Participation in FPA Leadership Training (Live or Online): Provide the names of chapter officers who have completed in 2006 the online Leadership System Training via the Virtual Learning Center at [www.linkconferencecall.com/resources/fpa/event0001](http://www.linkconferencecall.com/resources/fpa/event0001) by July 31, or will attend the 2006 FPA Leadership Conference, September 15-17. The chapter officers must be volunteers, not paid staff. *(Please note: if your chapter submits chapter officers who will attend the 2006 FPA Leadership Conference and then they are unable to attend, this may result in disqualification of this criteria.)*  
 **Completed**

## Optional

**Bronze**

2 out of 4

**Silver**

3 out of 4

**Gold**

4 out of 4

- ◆ Strategic Planning Meeting: Provide the date you held or are planning to hold your chapter's strategic planning meeting for the 2007 chapter year. *(Please note: this is a request for 2007 planning meeting date.)*  
 **Completed** \_\_\_\_\_ **(date) for 2007 planning meeting**
  
- ◆ Written Strategic Plan: Submit your chapter's three to five year strategic plan.  
 **Completed**
  
- ◆ Participation in FPA Leadership Training (Live): Submit the names of chapter officers who attended a Multi-Chapter Strategic Retreat, Membership Forum, Public Relations Forum or any other FPA National chapter specific forum. *(Please note: this excludes FPA Business Solutions, Retreat, and Annual Conference.)*  
 **Completed**
  
- ◆ New Committee(s) and/or Board/Committee Members: Submit the names of all new 2006 board/committee members and all new committees formed in 2006.  
 **Completed**

# Community Outreach

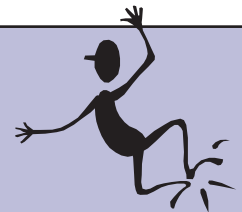
## Required for All Levels

- ◆ Promoting the Value of Financial Planning: Provide a detailed description of all your 2006 chapter's activities that promote the value of financial planning. Please include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. The submission must include one of the following:
  - o Outreach to non-members via public relations and/or public awareness activity
  - o Public service announcements to local media
  - o Public television pledge drives manned by local chapter members
  - o Publishing dates/topics/location of your chapter's events in local newspapers business calendar
- Completed**

## Optional

**Silver**  
1 out of 2

**Gold**  
2 out of 2



- ◆ Public Awareness Activities: Provide a detailed description of two of the following chapter activities that educate the public 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:
  - o Participation in a local public event
  - o Public relations campaign
  - o Government relations and advocacy programs
  - o Pro bono efforts
- Completed**
- ◆ National Financial Planning Week (October 2-8, 2006): Provide a detailed description of one of the following National Financial Planning Week activities. Please include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. For more information about National Financial Planning week, please contact Ryanne Enyeart at [ryanne.eneart@fpanet.org](mailto:ryanne.eneart@fpanet.org), or call 800.322.4237, ext. 7151. (Please note: this criteria will take place after the 2006 FPA Leadership Conference, we trust your submission is complete and accurate):
  - o Mayoral proclamations
  - o Gubernatorial proclamations (if this is a joint effort with other chapters, please state which chapters)
  - o Hot-lines/online chats
  - o Press breakfast/luncheon
  - o Public service announcements on radio or television
  - o Chapter members speaking on behalf of FPA for a local organization or group
- Completed**

# Member Outreach



## Required for All Levels

♦ Eight Hours Education per Year (2006): Submit **one** list with all 2006 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 criteria below.)*

**Completed**

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

**Completed**

♦ Non-member CFP® Certificants/Prospective CFP® Certificants: In support of FPA's core values and mission, submit your chapter's outreach efforts to recruit non-member 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. The following are some examples:

- o Inviting non-member CFP® professionals to meetings and to join
- o Establishing relationships with local college/university faculty that offer a CFP Board approved CFP® certification program
- o Reaching out to students with the approved certification program and inviting them to meetings and to join as student members

**Completed**

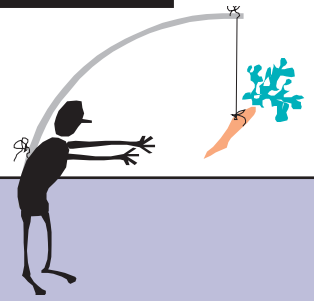
♦ Allied Professional Outreach: Submit a detailed description, outline and results (or anticipated results) of your chapter's program to reach out to allied professionals. The following are some examples:

- o Alliances and strategic partnerships with allied professional organizations, i.e. NAIFA, SFSP, Estate Planning Council
- o Joint meetings and symposiums
- o Reciprocal publication of meeting notices in newsletters and/or Web sites
- o Offering topics during meetings of interest to allied professionals
- o Specific network opportunities

**Completed**

# Member Outreach

(continued)



## Optional

**Bronze**  
1 out of 5

**Silver**  
2 out of 5

**Gold**  
3 out of 5

- ♦ 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.
  - Completed**
  
- ♦ Chapter Web site: Provide your chapter's Web site address. Your chapter's Web site must be active and current.
  - Completed**
  
- ♦ 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:
  - o Mentoring and internship programs
  - o Relationship with faculty and student group of local colleges/ universities offering CFP® certification programs
  - o Job posting programs
  - o CFP® study groups
  - Completed**
  
- ♦ 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 programs of chapter creation. Please include dates and names of scholarship recipients and/or expected date of scholarship award.
  - Completed**
  
- ♦ FPA Political Action Committee (PAC) and Foundation for Financial Planning: Provide one newsletter or meeting notice of activities and/or communication creating awareness of FPA-PAC and the Foundation for Financial Planning. *(Your chapter must create awareness for both in order to achieve this criterion.)*
  - Completed**

# Membership Development

## Required for All Levels

- ♦ Membership Meetings: Provide a list of all meeting dates your chapter has held or plans to hold during 2006.
  - Completed**
  
- ♦ Membership Drive: Submit a detailed description and outline of your chapter's membership recruitment **and** retention campaigns including results or anticipated results. The follow are some examples:
  - o Member-get-a-member campaign
  - o Using general brochures/marketing materials from the national office
  - o Phone follow up with members who have not renewed
  - o Membership promotion to non-member CFP® professionals
  - o Membership promotion to Allied professionals
  - o Co-marketing efforts with other professional organizations
  - o Contacting members one-on-one
  - o Member orientation
  - Completed**



## Optional

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> <b>Bronze</b><br>1 out of 4 | <input type="checkbox"/> <b>Silver</b><br>2 out of 4 | <input type="checkbox"/> <b>Gold</b><br>3 out of 4 |
|--|--|--|

*\*\*We realize the submission will need to be turned in prior to the final August membership numbers. Please submit your chapter's numbers through the month of July.*

- ♦ Membership Growth A: Submit your chapter's net growth number for the time-frame September 1, 2005, through August 31, 2006. Only positive net growth will be recognized. For example: 100 members on September 1, 2005, increased to 101 members on August 31, 2006.
  - Completed**
  
- ♦ Membership Growth B: Submit your chapter's net growth for three (3) year period for the timeframe September 1, 2003, through August 31, 2005. To meet these criteria, your chapter's membership as of August 31, 2006, must be at least one member greater than the average of membership for August 31, 2003, 2004, and 2005. For example:
  - o August 31, 2003 = 131
  - o August 31, 2004 = 155
  - o August 31, 2005 = 144                      **Total: 430**
  - o The average is 143 (430 divided by 3)
  - o August 31, 2006 = 144 (You must have one greater than the average in order to achieve this criterion)
  - Completed**

# Membership Development

(continued)

## Optional (continued)

*\*\*We realize the submission will need to be turned in prior to the final August membership numbers. Please submit your chapter's numbers through the month of July.*

♦ 75% Chapter Member Retention: Track the number of members who paid renewal dues between September 1, 2005, and August 31, 2006. The total number for that timeframe will then be divided by the total number of members as of September 1, 2004. For example:

- o 245 members paid renewal dues between September 1, 2005, and August 31, 2006
- o September 1, 2005, the chapter membership was 284
- o  $245 \div 284 = 86\%$  (You must have 75% or greater to achieve this criterion.)

**Completed**

♦ Membership Development Committee: Provide membership development committee job description and strategic plan. 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.

**Completed**



# Special Achievement

## Not Required

♦ Special Achievement: 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.

- o Membership marketing
- o Education
- o Public relations
- o Administration and/or leadership
- o Government relations
- o Programs
- o Pro bono
- o Any other chapter areas

We would like to know your chapter's stories and be able to share the great and special achievements with other chapters.





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4. Have two Board members sign and date your chapter's submission. (Board members must be volunteers, not chapter executives.)
5. Return signed application, and required supporting information by August 14, 2006, to :

2006 Chapter Recognition Program  
Attn: Regina K. Robuck  
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 K. Robuck, ext. 7175, or Danielle Hall ext. 7168.

### Application Submission

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

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

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

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

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

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

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

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