



Na'amat Canada

Empowering women and children in Israel and Canada since 1925

PRESIDENTS' HANDBOOK

INTRODUCTION

MADAM PRESIDENT,

Welcome to your new position.

Being the President of a chapter or club is an exciting and rewarding experience. This is your opportunity to show and practice the qualities of leadership that will influence the actions of others. Your passion for the role will undoubtedly enhance the position of Na'amat, both in Israel and in the Jewish community here in Canada.

How you fulfill that role is up to you!

To help you make the most of this important position, we have compiled some recommendations and suggestions on how to be a successful President.

Skills of a Successful President

As a new President, your most comprehensive role is that of leader. Here is a list of the most important skills that will help you succeed as a new leader of your chapter/club:

- A) **Communicate**
- B) **Delegate**
- C) **Educate**
- D) **Listen**

- A) **Communicate** - Being a good communicator is fundamental to good leadership. Effective communication is the key to success in all aspects of life. Active oral and written communication should be encouraged on all levels. Clarity in discussion and understanding of roles and goals by the entire group is essential to promote the smooth running of meetings, programmes and fundraising events.
- B) **Delegate** - Assigning responsibilities to others can be the most difficult task of any leader. It is many times easier and faster to do the job yourself. It is unreasonable to expect one person to assume the responsibility for all duties, and foolish to believe that she can do them all well alone. It is essential to remember that **“if you don’t use a member you eventually lose that member”**. By emphasizing teamwork, the President ensures that when she steps out of office, the continuity of work will not be interrupted.
- C) **Education** - Fulfilling the role of educator ensures the continuity of the group. As President, you should be knowledgeable in all aspects of Na’amat and convey that knowledge to your members. You should be familiar with each of the positions in your club and what the job entails.
- D) **Listen** - “Talk is silver – silence is gold” Remember, President is not synonymous with speaker. It is more important for you to **listen** and have a clear understanding of what your members are saying, then to listen to the sound of your own voice.

The respected leader demands efficiency, but not at the loss of a comfortable and informal work atmosphere. The leader who aims to create such a setting will find that many people can work together with few problems.

How a Successful President Runs a Meeting

Designate nights for business or programme meetings. Assign a member to arrange for homes in which to conduct meetings. This should be done at least three months in advance. As well, programmes should be decided upon and chosen speakers contacted.

An agenda should be prepared prior to the meetings. You will find that a well-structured meeting will tend to result in a more efficient dealing of the business at hand.

Meetings should start on time. Welcome everyone and introduce guests.

Present Agenda – ask if there are any additions. Agenda should include:

- a) Reading and approval of minutes of previous meeting
- b) Reading of Council Minutes, if part of a Council City
- c) Old business
- d) New Business
- e) Good & Welfare
- f) Programme

To ensure orderly discussion, basic accepted rules of procedure should be followed:

- 1) The President must recognize the members in the order in which they raise their hands.
- 2) Allow for orderly discussion of each item on the agenda keeping within a set time limit.
- 3) Always conclude your meeting with the date and location of the next meeting.
- 4) **Business Meetings** should average 90 minutes. All **Programme Meetings** should have a business component of about 30 minutes prior to the programme. *Never keep a speaker waiting while you discuss an issue. Always invite your guest to stay for refreshments.* If necessary, continue the business after the programme is over.

The Structure of a Successful President's Executive

The Executive is the official name for your group's governing body. Each member of the Executive holds her office for a 3-year term. The officers of the Executive are:

President (position filled by Vice President from previous term):

- Liaises with members of Executive and acts as a resource person
- Sets agenda and chairs meetings
- Attends as many Committee Meetings as possible and acts as a resource person
- Maintains regular contact with Committee Chairs and members
- Attends as many Na'amat city functions as possible (e.g. fundraisers, programmes)
- Liaises with administrative office staff
- Monitors group's finances
- Represents club/chapter at Council meetings, if Council city

Vice-President:

- Liaises with club/chapter President
- Chairs meetings in absence of President
- Attends as many Committee Meetings as possible and acts as a resource person
- Liaises with administrative office staff
- Attends as many Na'amat functions as possible.

Past President (position filled by President from previous term):

- Advises and supports the President and her Executive as needed
- Chairs the club/chapter Nominations committee

Financial Secretary/Treasurer:

- Creates and monitors club/chapter Financial budgets
- Reviews incoming bills and outgoing payments
- Presents periodic financial reports at club meetings
- Follows up on dues submissions
- Insures transmission of monies to National or City office occurs in a timely manner

Executive meetings are called by the President three times a year as follows:

Summer – set dates for year and determine which are business and which are programme meetings.

Winter – evaluate year-to-date, set goals for rest of season, discuss problems that may have arisen.

Spring – evaluate year-to-date, address issues that have arisen and recommend changes for the next year.

In addition to your Executive, a club/chapter also elects members to act as Portfolio chairs for a 3-year term. Here are a list of typical portfolios and their duties.

Membership Chair:

This is a “people person” position. The Membership Chair must be able to talk to strangers and make them feel comfortable. The Membership Chair is the first person to speak to a potential member and is usually the first person that a potential member meets. When given the name of a potential member, the Membership Chair contacts this person as soon as possible and invites them to a meeting. If possible, arrange for someone to pick them up and bring them to the meeting. Once a prospective member has attended three meetings, she should be asked if she wishes to join and pay her dues.

It is also important that the Membership chair has a good knowledge of Na'amat Canada so that she can answer any questions that may arise.

Programming Chair:

This portfolio plans and executes all programme meetings as set at the beginning of the year by the Executive, including two programmes a year allocated to the work of Na'amat. Often, this portfolio is undertaken by two members who act as co-chairs.

When finalising arrangements with a speaker, ask them for a copy of their biography which will be used as part of their introduction to the group. Confirm (and reconfirm two weeks ahead) the location and time of their speaking engagement and arrange for aids if requested, e.g. projector, screen, easel, etc. We prefer speakers that do not charge however, you must arrange ahead of time with your Financial Secretary for payment, if necessary. If no payment is required, then arrange for a Na'amat donation thank you card to be presented or sent later.

When the speaker begins to address your group, remember to introduce them to members and thank them once they have finished their presentation.

Communications Chair:

This portfolio oversees and disseminates information received from the President, like details on an upcoming meeting, that needs to be passed on to her club/chapter membership. The method of dissemination (eg email, telephone, etc) is left up to the discretion of the Chair. In some cases, the Communications Chair may be called upon to share her club/chapter's activities with her city or National Communications chair for uploading onto www.naamat.com.

Fundraising Chair:

The Fundraising Chair oversees the fundraising efforts of her club/chapter. Typically, her committee meets at the beginning of a year and brainstorms many fundraising ideas, ultimately choosing the top two or three. Understanding that Clubs/Chapters are expected to run at least two fundraising events a year, she may need to expand the complement of her committee to help her implement this requirement.

Once a fundraising concept is chosen, the Fundraising Chair acts as the event planner, delegating all tasks required to make the event a financial success. As all good event planners know, implementing strong promotional activities is crucial to the success of any fundraiser. Here are some of the promotional guidelines, as established by the Na'amat Canada National office, that need to be followed:

Na'amat Canada Promotional Guidelines

Correct use of the Na'amat Canada, your city and your chapter/club name

The Na'amat Canada logo has Hebrew characters and English words. Since not everyone recognizes the Hebrew characters, please include the English words "Na'amat Canada" when using our logo.

Please refer to the organization as "Na'amat Canada" rather than "Na'amat" in all written materials. Na'amat should only be used in reference to the worldwide network being run in Israel.

Each city is a branch of Na'amat Canada, therefore the correct way to refer to your city is "Na'amat Canada city name" rather than "Na'amat city name". If you are adding on your group's name, then this is how it should look: "Na'amat Canada 'city name' 'chapter/club name'". Please note that all cities except for Toronto, refer to their group as a chapter whereas Toronto uses the word club. These two terms are interchangeable.

Correct use of the Na'amat Canada slogan, fonts and logos

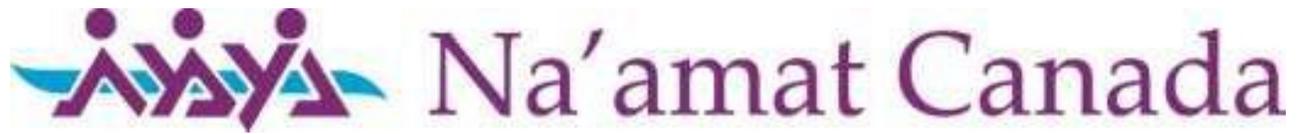
Empowering women and children in Canada and Israel since 1925 is our National slogan. Members are encouraged to use this slogan to help the public understand our mandate.

Na'amat Canada's official colours are purple and turquoise. The specific Pantone colours are: Process Blue, Regular Black, Pantone 526U (purple) and Process Cyan (blue/turquoise).

When writing letters, articles, brochures and similar materials, you should use one of the following acceptable fonts:

- Arial
- Times New Roman
- Garamond
- *Kaushan Script – used for headings*
- Source Sans Pro – light – used for body text
- Source Sans Pro – regular italic – used for menus

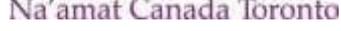
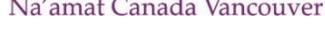
To maintain brand consistency, the following Na'amat Canada logos are acceptable.



Empowering women and children in Israel and Canada since 1925

And the following logos, which are available from the National Office, are to be used on individual city documents:

Calgary	 Na'amat Canada Calgary	 Na'amat Canada Calgary
Edmonton	 Na'amat Canada Edmonton	 Na'amat Canada Edmonton
Hamilton	 Na'amat Canada Hamilton	 Na'amat Canada Hamilton
Montreal	 Na'amat Canada Montreal	 Na'amat Canada Montreal

Ottawa	 Na'amat Canada Ottawa  
Toronto	 Na'amat Canada Toronto  
Vancouver	 Na'amat Canada Vancouver  
Winnipeg	 Na'amat Canada Winnipeg  

Correct creation and distribution of Na'amat Canada city marketing materials

To maintain brand consistency, cities must review their newly created marketing materials with the National Office. City volunteers without any local staff members may call upon the National office to help create marketing materials on their behalf.

Please be aware that the National Office has already created a number of promotional materials that can be used by each city. For a complete list of available materials, contact the National Office or look at www.naamat.com/discover/downloads . Should you have any ideas for new materials, please contact Vivian Reisler, our Executive Vice President, at the National Office.

How a Successful President Educates her Members about Na’amat Canada

Part of the duties of a successful President is to educate her members as to where her club/chapter fits into her city and into the greater Na’amat Canada organization. See below for the Na’amat Canada National governance structure:

People who serve on our Na’amat Canada National Board:

Voting Members	Non-Voting Members
National President	Executive Vice President
National Vice President	Western/Montreal Membership Coordinators
Six Additional Board Members	Organizational Development Advisor
Council and Non-Council City Presidents	Online Communications Advisor
Past National Presidents including Immediate Past National President	Habonim Dror Representative

People who serve as our Na’amat Canada National Executive:

Members of the National Executive (selected by the Board)
National President
National Immediate Past President
National Vice President *
Three members serving as either National Finance, Membership, Education or Development Committee Chairs

*National Vice President holds one of the Committee Chairs

Select staff members are sometimes invited to attend National Executive meetings.

Our mandate focuses our work on fundraising for Israel, however we also run local projects like:

*School Supplies for Kids
Toiletries for Women in Shelters
Social Programmes for Seniors
Subsidies and Scholarships*



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