CHUMS NAT'L TECHNOLOGY GUIDELINES

Presented by: National Technology Committee

Elizabeth Saunders, Chums National President

October 2019

Chums Nat'l Technology Guidelines October 2019

PURPOSE

- Attract and retain members to the organization.
- Consistent and efficient messaging between national and chapter leadership.
- Create efficiencies in Chums processes and handling of business.
- Protect the intellectual properties.
- Promote our programs and events to our communities.

• Attract and Retain Members

Attraction

- Younger generations
- Diverse experience
- Accommodate different family statuses
- Variety of ideas to serve our communities
- Meet people where they are

Retention

- Fellowship with Chums sisters
- Stay informed
- Renew excitement in the sisterhood
- Mentor a new generation
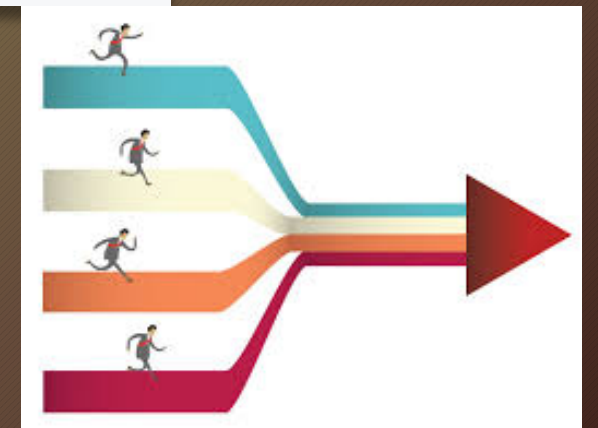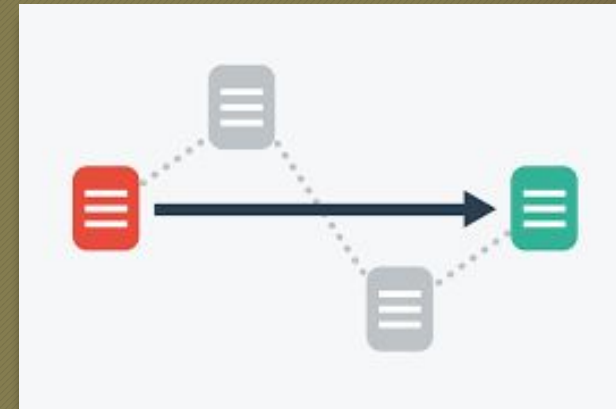- After Event Articles

Consistent & Efficient Messaging (external)

- Chapter Websites
- External Email Communication
- Use of Social Media
- Serving our communities

Create Efficiencies (internal)

- Chums Email Accounts
  - Seamless transitions
- Centralized Password List
  - Reduces time with transitions
- Social Media Management
  - Chapters Maintains Personality
  - Social media is specific to the Chapter's communities they serve
- Texting Management

Protect of Intellectual Property

Website Compliance

- Disclaimers
- Chums contact information
- Compliant and Non-Compliant information

Document Storage

- Permanent Documents
- Temporary Documents
- Online Document Storage

Password Management

- Loss of important documents
- Hacker prevention
- Quarterly Audits

Promoting Programs and Events

- Chums Logo
- Merchant Accounts
- No Chums name in Crowdfunding Services
- Online Banking
- Paypal Accounts
- Multiple Social Media Channels
- Branding

Summary/Deadlines

Date	Action	Responsible Party
September 30, 2019	Create all national leadership email accounts/National FB page	Technology Committee
November 2, 2019	Create main chapter email address/send to Technology	Chapter President or designee
November 8, 2019	All Leadership & Chapter emails posted on Nat'l website	Technology Committee
November 11, 2019	All email communication using Chums email accounts begin	All
April 3, 2020	All current chapter websites & social media channels are in-compliance with the new guidelines/add Nat'l as "admin user"	Chapters with established websites and social media
June 1, 2020	Website & Social Media Audit	Technology Committee

OBCM Operations Plan - End Presentation

The Technology is here to assist you with anything.

Question and Answers