

BHA Chapter Competencies

This document is intended to serve as guidance for chapter leaders as they seek to manage growth and improve the ability of their board (and therefore their chapter) to make a meaningful and sustainable contribution to BHA and its mission.

Governance, board structure and committees

- The board is a diverse group of leaders with a variety of skills, interests and abilities.
- Leaders are geographically distributed to cover the whole chapter footprint.
- Responsibilities and expectations are clearly defined.
- Every officer and board member is contributing in a meaningful way.
- Chapter has protocols in place to remove board members who do not contribute in meaningful way.
- The board has a plan and protocol for expenditures of chapter funds which matches the goals outlined in the chapter plan.
- Chapter holds a monthly conference call attended by a majority of leaders.
- Calls are recorded so absent members can listen later.
- Leaders meet at least once annually face-to-face for a board meeting. Getting to know one another is important to cohesiveness.
- The chapter leadership is in regular communication with the chapter coordinator to keep the coordinator up to date on events, policy, and general workings.
- The chapter has integrated collegiate clubs into the organization.

Compliance

- 1-2 leaders should have knowledge of what laws are applicable to the chapter in terms of: Taxes, Raffles, Alcohol
- Reports on finances, policy and other administrative needs provided to HQ in timely manner

Resources and Training

All chapter leaders should:

- Have working knowledge of chapter bylaws (in Basecamp)
- Have access to and familiarity with Chapter Resources Dropbox (includes Chapter Manual and all other guidance documents) and How To Video Series
- Receive and read all emails from National and updates from Coordinator.
- Attend most, if not all, Monthly Chapter Leader Conference Calls (Last Monday of the Month) Recordings are available afterward if you miss the call.
- Chapter leaders should be able to train and guide others.
- If at all possible, attend National Rendezvous. A great deal of training (and fun) happens there.

Communications

Outlook Email

- Chapter uses official Outlook email (and NationBuilder) for all official member email communication. This preserves a record for others in the future and keeps things transparent.
- Email at "chapter@backcountryhunters.org" email address is checked regularly and responses to members and others are timely. Chapter should have 1-2 leaders assigned to check the chapter's email address on a regular basis (once per week as a minimum) and respond to emails in a timely fashion.

BHA Chapter Competencies

Basecamp

- All leaders are using for regular communication, file sharing and discussion.
- Using Basecamp Calendar for all events, meetings, deadlines, etc.
- Using for document storage and sharing. Folders should be organized and easy to navigate.

NationBuilder

- Using email for event promotion, calls for volunteers, etc. (Need help of coordinator to reach beyond members)
- Sending regular monthly member newsletter.
- Chapter homepage is up to date with reports on chapter work, opportunities for member engagement and policy priorities (with help of coordinator).
- At least two leaders in each chapter should be familiar with NationBuilder and how to use it to send emails to the membership.
- Able to help members re-subscribe to NationBuilder communications

Social Media

- Chapter should have one or more leaders designated as social media managers who will keep fresh content on the channels and work with staff to push out content from HQ.
- Chapters should post content before, during and after all events.
- Leaders, key members and recruited influencers should be regularly sharing posts on their own channels to magnify the message.
- Chapter should use social media channels to regularly report on the chapter's work by sharing stories, news articles and content on the chapter's section of the website.

Events

Simple Member Events

- Every leader should be able to organize a simple event like a Pint Night with help from two or three member volunteers. This makes it possible to have events over wide geography and distributes the workload of hosting events across the leadership ranks.

Event Promotion: Chapters should utilize event promotion process outlined with their coordinator to ensure events are promoted well in advance to the largest number of members and supporters possible. Event details should be sent to coordinator for posting on HQ's Facebook and website. Chapters will handle posting the same information to Instagram.

In-person membership sales: Every leader should be able to talk about what BHA does and what folks receive for their membership \$\$\$. Leaders should have general knowledge of membership levels and the easiest way for someone to buy one (Join Now tab on our website unless chapter is running a special promotion with an event or item premium).

Tabling at Events: Most, if not all, chapter leaders should be able to set up and run a table at an event.

Square: Every leader should be able to take payments. One leader (usually Treasurer) will have access to reports, ability to add and change items, etc. All transactions, cash and credit, should be run through Square. This makes event accounting (and end-of-year review) a snap.

BHA Chapter Competencies

Event accounting: Every leader should be familiar with the Event Accounting How To and how to handle cash and transfer needed information to treasurer. At least two people familiar with chapter account and procedures for deposit.

Merchandise ordering: At least two leaders know how to order merchandise and should place orders at least 3 weeks in advance.

Other

A high-functioning BHA chapter will have most or all of these attributes:

- Offers a variety of ways for members to engage: Events, outings, habitat work, committees, policy engagement, regular membership deals, promotions, drawings. etc.
- Provides robust reporting and multi-channel communications of chapter activities to both members and non-members.
- Holds at least one statewide/province-wide chapter gathering for members each year.
- Holds at least one event or project each month.
- Each board member takes the lead on at least one event per year.
- Solid finances and a strong balance sheet.
- Can move quickly on policy issues (issue a statement or action alert in 48 hours or less)
- Is connected with other sportsman's and outdoor groups and state or provincial land, wildlife managers and key decision makers like commissioners and elected officials.
- Has a bead on state/ provincial capital workings and who the players are.
- Is seen as being a thought leader on sportsman's issues in state / province / region.
- Provides members interested in volunteering numerous opportunities to engage on chapter activities, based on their position within the ladder of engagement.
- Has knowledge of BHA staff and roles/responsibilities.
- Has a list of local businesses to contact for donations/sponsorships and has secured formal chapter corporate partnerships.
- Has a list of vendors that can assist with various regular tasks: printing, caterers/food trucks, promotion.