

**Chapter Officer**

**Resource Manual**

**Communications Chair**

January 1, 2019

**INTRODUCTION**

The National Kitchen and Bath Association encourages our members to serve as officers in their local NKBA chapters. Our local leaders will be instrumental in determining the needs of kitchen and bath professionals at the grassroots level and communicating to National.

This manual will outline the expectations and responsibilities of your role for a calendar year. Please review the information and direct any questions to the Leadership Communications Department at [Chapters@nkba.org](mailto:Chapters@nkba.org).

**COMMUNICATIONS CHAIR - POSITION DESCRIPTION**

**Term:** The term of office is two (2) years. Chapter officers may self-nominate for a second two (2) year term. After four years on the Council, the officer must rotate off the Council for at least two years.

**Experience:** it is recommended the Communications Chair have prior committee experience before becoming the Chair. The ideal person for this position is:

* An effective communicator:
  + Verbally – speak at press functions, represent chapter at public functions when necessary
  + In writing – press releases, letters to the editor, articles for chapter newsletter and chapter meetings
* Willingness to deal with the media
* Willingness to be the “voice” of the NKBA for the chapter
* Has at least 10 hours per month to contribute to chapter activities and work

**Description:**  The Communications Chair promotes the NKBA through public relations and disseminates information about NKBA programs to chapter members verbally and in writing at chapter meetings and through use of the chapter meeting notices, the chapter website and the chapter newsletter.

**Responsibilities**

* Promote the chapter, its members and activities to both trade and consumer audiences
* Work with Chapter President to establish committees as needed to assist in the responsibilities of the position
* Work with Programs Chair to create meeting notices
* Maintain a member prospect list for email purposes
* Each chapter officer sends their list of contacts to Communications Chair for inclusion on the prospect mailing list
* Maintain chapter homepage on the NKBA website and chapter website
* Post program event 4 weeks in advance on chapter homepage of the NKBA website and the chapter’s website (if you want National to email your meeting notice, be sure to check the appropriate box when you submit the meeting notice)
* Email meeting notice 2 weeks prior to meeting date to all members and prospective members
* Produce chapter newsletter at least one time per quarter
* Send email blasts each week covering different info about chapter meetings
* Use social media to invite people to link to articles, newsletter, meeting notices
* Send announcements to other trade organizations such as NARI, NAHB

**PREPARING FOR OFFICE**

* Assist outgoing Communications Chair in the performance of his/her responsibilities
* Review the Chapter Officer Resource Manual as well as the Chapter Overview which covers the chapter policies.

**IMPORTANT NOTES AND DEADLINES**

* Notify Chapter Council of deadlines for newsletter 3-4 weeks prior to publishing
* Prepare articles for newsletter 2 weeks prior to publishing
* Receive information on chapter meetings from 4 weeks prior to event
  + Programs Chair and submit notice on chapter’s
  + Homepage of the NKBA website
* Email meeting notice to members and prospective 2 weeks prior to event
  + members (member roster located on the NKBA
  + Website)

**ROLE DETAIL**

**Communications Committee**

Communications Chair, assisted by the Chapter President, should establish a committee to assist in the completion of the roles and responsibilities of the position. The committee will be comprised of the Chair and two or more members. Possible committees for special events or short-term activities:

* Kitchen & Bath Month- Prepare promotion to chapter members
* Chapter Design Competition

**Possible committee positions for assistance with ongoing activities**

* Chapter meeting notices and other chapter promotions
* Chapter newsletter
* Social media promotions
* Other media promotions – local newspapers & radio, magazines
* Marketing

**Events/activities to be promoted**

* Benefits of membership
* Certification programs
* Kitchen & Bath Industry Show & Conference (KBIS)
* NKBA and Chapter Design Competition
* Kitchen & Bath Month
* NKBA Hall of Fame

**General Notes**

* Distribute educational and other Association literature at chapter meetings
* Publicize NKBA recognition programs to the chapter members
  + Use the updated NKBA logo on all correspondence, newsletters, press releases, website and social media
  + Promote Hall of Fame to your members
  + NKBA certification (AKBD, CKBD, CMKBD)

**Chapter Meeting Notices**

* Required: posting chapter meeting notices on the chapter’s homepage of the NKBA website
  + All chapter officers have access, to editing your chapter’s events, however, it is the responsibility of the Communications Chair to post all meeting notices. Go to the Resources page/Communications Chair. Click on “Chapter Meeting Notice Submission Form”
  + Complete form and submit for National review.
  + Chapter meeting notices are emailed one time by National to all NKBA chapter members on Tuesday, two weeks prior to the meeting/event date or registration deadline date.
  + It is best to post notices at least four weeks in advance of the meeting date to allow your members enough time to plan.
  + The main body of your notice works the same as Microsoft Word or if you have already prepared a flyer, you can simply add it as an attachment to the notice.
  + Be sure to check “Yes” to the questions “Would you like NKBA National to email this event to your members?”
  + When you have completed entering your event information, click “Submit for Review”. National will receive your meeting notice for review.
  + Once approved by National, it will appear on your chapter’s homepage of the NKBA website and, if requested, your notice will be emailed to chapter members two weeks prior to the date of the meeting.
  + Chapter Meeting Notices should also be emailed by the chapter to the individuals on your prospect list.
  + We can arrange to have additional emails sent to a neighboring chapter provided consent has been obtained from that chapter’s President.
  + As a reminder, if you are attaching a copy of a meeting notice, please proof it carefully as National cannot make correction to an attachment
* Design, Production and Mailing
  + Start off with an attention-getting headline
    - Write a short but motivating paragraph that will catch the reader's interest.
    - State the facts: name of person speaking, company, title.
    - End with a "call to action", e.g., "Attend this meeting and find out how..."
    - Include the chapter name, meeting site, directions to the meeting site, phone number at the meeting site, date, time and cost to attend for chapter members, non-members and students.
  + We ask that you use **ONLY** the official NKBA chapter logo on your chapter meeting notices and newsletters.  Consumer awareness and brand recognition are established through consistent use of the NKBA logo.  If you need your chapter logo, you may download it from the link on the Chapter’s home page on the NKBA website.
  + Our market research has found that the most effective way to increase attendance is for meeting notices to be sent via email just two weeks before the event. As Communications Chair, you should announce an upcoming meeting approximately six weeks beforehand through chapter communications tools like your chapter newsletter, chapter website and an announcement at the previous chapter meeting.
  + This strategy of providing a long-term “save the date” and a short-term call to action should not only increase the number of individuals who register to attend your events, but by combining the initial announcement with existing communications tools, NKBA will decrease the high volume of communications that members receive from the NKBA and our chapters.
  + Toward that goal of streamlining our communications, we no longer email more than one meeting notice for any chapter event unless there are special circumstances, which you need to let the Chapters Department know.
  + Please don’t hesitate to contact the Chapters Department if you have questions. Our job is to serve your needs for publicizing your meetings and chapter activities – please partner with us to make sure your notice is correct, timely and effective.

**Chapter Newsletters**

* Chapter Newsletters are optional, however, it is a great feature to advise members of information regarding your local area
* Communications Chair will create the newsletter and send to the chapter membership weekly, monthly, quarterly or on specific dates and sent to chapter members or post on the chapter’s website
* Be sure to include your chapter logo
* Proofread carefully
* If posting on a separate chapter website, it is recommended to archive or remove newsletters that are older than six months from the website

**Chapter Websites**

* Chapters with their own website should be linked to the NKBA’s website. **The chapter is still required to submit meeting notices on the chapter’s homepage of the NKBA website.**  Please notify the Chapters Department with your website information at [Chapters@nkba.org](mailto:Chapters@nkba.org).

**News Releases**

* Sample press releases are available on the Resources page/Communications Chair.
* Contact name and phone number, followed on second line by distribution date and release date at top left.
* Simple title that gives the reader an idea of the subject. Subsequent pages should incorporate a small slug line at the top left along with the page number.
* The word “more” at the end of each page and “# # #” on the final page.
* Paragraphs are never divided from page to page in a news release. Instead place the entire paragraph on the following page to make it easier to read.
* On the first page, start body copy about halfway down; on subsequent pages, start body text at the top.
* The most important facts appear at the beginning of the release, followed by less important facts.
* The first paragraph or lead is the most important part
  + it should only be one sentence long
  + it should never include a person’s name. If a person is the subject of the release, present a "blind lead" that introduces the person without mentioning the name (e.g. A local kitchen dealer was recently elected President of NKBA's Metro New York Chapter).
  + It answers the five W’s – who, what, when, where, why in the first paragraph. If “how” is relevant, that is included as well.
  + Use attribution to follow-up on an idea presented previously in the release or to introduce an idea.
  + When quoting or attributing information, make sure the quote is relevant to the release and that an appropriate person is the source. ALWAYS attribute facts or statistical information.
  + When attributing a quote, use a direct quote: "The NKBA encourages members and non-members to attend this event," said John Smith, CKD, President of the (name of chapter) Chapter. However, an indirect quote can also be used: “The NKBA encourages members as well as non-members to attend, according to Chapter President, John Smith, CKD.”
  + Whenever possible, attribute to the NKBA as follows: “According to the National Kitchen & Bath Association ...”
  + To establish uniformity, try to use attribution in the second paragraph.
* Enclose abbreviations in parentheses or after a slash only after you have first written out the full name in the first reference (e.g., the National Kitchen & Bath Association (NKBA) provides benefits for all members of the kitchen and bathroom industry. The NKBA, a not-for-profit trade association ...).
* Always follow the TDP (Time/Date/Place) rule when writing about an event (e.g. This event will take place at 7:00 p.m., September 1st at the Rolling Hills Country Club, city, state).
* Proof.

**Other Media**

* Radio and Television
  + Radio and Television: Almost all radio and television stations allot a certain amount of their daily broadcasting time to public affairs at no cost to the organizations concerned. It's easier to get publicity on radio than on television, but both are possible. However, for television you must have something visual to present.
  + Sample Public Service Announcements and Interview Shows
    - Public Service Announcement (PSA): Three lectures on kitchen/bathroom design will be presented for consumers by members of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Chapter of the National Kitchen & Bath Association on Saturday, May 10th, at the Empire Home Show, address, city, state.  Contact Jane Smith at (214) 888‑7777 for more details.
    - Interview Show. Have the station broadcast from the show. For radio, have one of the speakers interviewed during the show. For TV, tour the booth or show one of the presentations in progress.
* Media Contact
  + One chapter committee member should become the media contact for newspapers, radio, and TV stations in the geographic area. Personal contact with the media contact is essential.
  + Determine the areas of responsibility for committee members during the first committee meeting.
  + Ask each committee member to …
    - Develop a contact card for each contact within an assigned area using the
      * publications/media that come into his/her business/home
      * library
      * Yellow Pages
  + Call the contact company to verify and get all the important information, particularly the contact's name. “I am updating the contact information cards for our Communications Chair. Would you please tell me the name of the person who holds the position of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?”
  + Send out Initial Publicity Contact Letter form.
  + Contact each person by telephone one week later.
* Advertising
  + As stated in the NKBA Policy Manual, no advertising, promotional campaigns, endorsements or sponsorships shall be implemented without prior approval by the NKBA.
  + Institutional advertising by a chapter is permissible (e.g. advertising which promotes the professionalism of the member by advertising the Association and advantages of membership). The chapter needs to obtain permission from each member in order to include them in any advertising. Advertising which promotes individual members, paid from chapter funds, may jeopardize the tax-exempt status of the Association. The chapter may create advertisements which incorporate names of members, as long as every member is afforded the opportunity to participate, pays a proportionate share of the advertisement when appropriate, and/or, as long as this type of advertisement is only incidental to the main activities of the Association. Improper advertising could jeopardize the tax status of the Association.
  + Any ads that mention an individual member firm should be sent to the NKBA for approval. If you understand the above rule, there will be no problem; but it is best to find out before you go too far. NKBA staff may also be able to give you some suggestions to make your advertisement more effective.

**Trade and Home Shows**

* Participation by a chapter in local consumer home shows is encouraged, provided that the chapter’s sponsorship at the show represents ***all*** NKBA members within that chapter. Chapter funds may not be utilized for the benefit of individual chapter members, but must represent the NKBA as a whole. ***Personal business solicitations at NKBA Chapter-sponsored shows are prohibited***.
* Similarly, NKBA sponsors the annual National Kitchen and Bath Industry Trade Show, KBIS®. The NKBA is bound by the terms of a contract to produce this show. The terms of this contract prohibit NKBA, or any of its chapters, from participating in or sponsoring, any other trade or consumer show in the United States which may in any way compete with KBIS. **Therefore, it is essential that chapters wishing to participate in a trade or consumer show activity obtain prior written permission from the Chapters Department at the National Office.**

**Trade and Consumer Shows**

* Home Shows are excellent sources for recruiting members for the chapter, and educating consumers about the Association. Work with the Programs Chair to maximize the publicity your chapter and the Association can realize.
* Notes to Remember - your objective is to say…
  + To the trade:  Join the NKBA because...
  + To the consumer:  Buy from an NKBA member because...
* Give all members the opportunity to participate equally in your home show.
* In the promotion of this type of event, it is extremely important to use your chapter name in conjunction with the NKBA so that no one will think that the Association is sponsoring or co-sponsoring this event.  The Association has contractual restrictions that do not allow co-sponsorship of local shows.  It is perfectly correct, however, to show chapter name with the NKBA in the promotion, as long as any sponsorship or co-sponsorship is in the name of the chapter. Example:
  + The Greater Chicago Home Show  
    Sponsored by:  The Chicago Tribune and the Chicago Midwest Chapter of the National Kitchen & Bath Association
* Be aware that there are certain restrictions on chapter’s sponsorship or participation in local trade and consumer shows.
* Chapter Sponsorship/Participation in Local Trade Shows
  + Under our contract with the producer of KBIS, there are certain limitations on chapter sponsorship and participation in local trade and consumer shows.
  + Chapters may “co-sponsor, own, endorse, produce, operate or participate in any manner” in or with a “Local Show” that is not considered to be directly competitive with KBIS. Whether or not a Local Show is directly competitive may sometimes be difficult to determine, however a local show that primarily targets consumers or a broad set of design and product interests of its target audience is not directly competitive.
  + Even if the local show is directly competitive with KBIS, the chapter may still co-sponsor, own, endorse, produce, operate or participate in the show if certain conditions are met:
    - The local show does not contain more than 150 paid exhibits or exhibit booth spaces; and
    - The local show is not held within a 50 mile radius of a KBIS which has been or is scheduled to be held within 10 months before the date of the proposed Local Show or within 10 months after the date of the proposed local show.
  + Should you have any question about your chapter’s involvement in a trade or consumer show, please contact the NKBA Chapters Department for assistance.

**AVAILABLE FORMS**

The following forms for the Communications position are available on the NKBA website [www.nkba.org](http://www.nkba.org) on the Resources page:

* Contact Follow-up Phone Call Form
* Downloading & Using Membership Lists
* Initial Publicity Contact Letter (Sample)