



# Navy League of the United States

## Council President Guide

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### Chapter 1 Our Council

- Mission of the Navy League of the United States
- Brief history of the Navy League of the United States
- Board of Directors and position descriptions
- Membership numbers and status (from Net Community)
- By-laws
- IRS and tax exempt documents

### Chapter 2 Annual Report

- Important to the council because it triggers a rebate of 1<sup>st</sup> quarter portion of membership dues paid
- Generally provided by Region/Area President, but also is accessible via Net Community
- Submit via email preferably or mail to NLUS; send copy to Regional President and Area President
- Attach photos of significant activities
- The annual report for last year is attached for reference

### Chapter 3 Board of Director Meeting Minutes

- Historical record of Board of Directors meetings
- Minimum contents should include:
  - Date and location of meeting
  - Members present
  - Time called to order and adjourned
  - Approval or correction of previous meeting's minutes
  - Old business reports

- New business conducted
- Date of the next meeting
- Appropriate attachments to the minutes, including the meeting agenda, are encouraged
- Copies of the minutes for all meetings held this year are included in this turnover folder

## Chapter 4 Public Relations

**Newsletters:** Important for membership and public communications; Best transmitted electronically via bcc email list:

- Members
- Local military leadership
- Navy League national staff (President, Regional Activities, Seapower Editor)
- Region and Area Presidents
- Media outlets (Print and Electronic)
- Elected Officials
- Other sea service related (ROTC, MCL, USCG Aux, Sea Cadets, NJROTC, etc.)
- Self-nominate for Mackie Award
- **Council Website**
- **Facebook** page, both local and National
- Other social media
- **National Website:** See communications tab on website for resources (media and marketing section)
  - NL presentations and list of potential community groups
  - Radio and ad PSAs
  - Elevator speeches
  - Membership applications
- Presidents monthly email; include one month
- **News Releases**
  - News releases and communications for this year are included here

## Chapter 5 Membership, recruitment and retention

- Application and other resources on website
- Affiliates contact information
- Net Community stats

## Chapter 6 Youth Programs

- Sea Cadets: point of contact, support, events
- NJROTC: point of contact, support, events
- STEM Program: grant status

## Chapter 7 Legislative Affairs

- Website resources
- Training dates (monthly telecom)
- “Fly in” information/article

## Chapter 8 Other Programs

- Scholarships
- Fund raising events
- Sailor of the Quarter
- Spouse recognition event
- Ship commissioning
- Unit or ship adoption
- Navy Ball

Information on preparations for this year’s Navy Birthday Ball, and suggestions for improvement of next year’s Navy Birthday Ball are included here.

## Chapter 9 Our Region

- Geographic definition of our Region
- Area definition
- Region and Area leadership and contact information

## Chapter 10 National Organization

- National President (Unpaid)
- National Executive Director (CEO, Paid director of staff)
- National Vice Presidents (10) (Unpaid)
- National Corporate Secretary (Unpaid)
- National Judge Advocate (Unpaid)
- National Treasurer (Unpaid)
- National Sea Cadet Corps Chairman (Unpaid)
- Paid staff positions, listed by office