

BRINGING NAIPC TO YOUR COMMUNITY



A Guide to Forming & Sustaining a Chapter

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WELCOME



One of our goals at the National Aging in Place Council (NAIPC) is to encourage members to work together at a local level to better serve the communities in which they work and live.

By collaborating and joining together, we can help older adults live more comfortably in their environment, whether that's the home they've lived in for 50 years or an assisted living facility.

And what an exciting time in which we find ourselves - the growth in home-based care is only expected to rise and we have the opportunity to make a difference for so many!

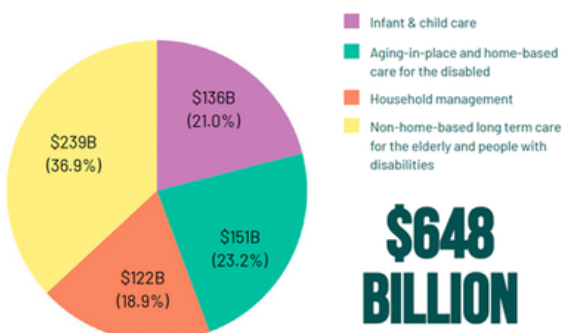
Thank you for your interest in forming a local Chapter. We are here to help you every step of the way!

Tara Ballman

Executive Director, NAIPC

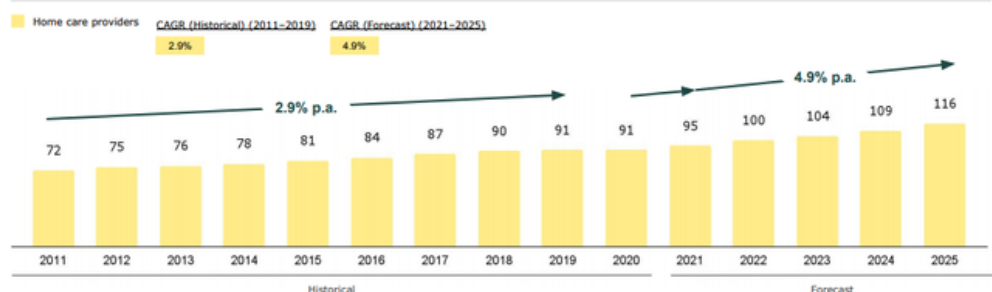


Market Activity in the Care Economy in 2019 (\$B)



The size of the home-based care for older adults and the people with disabilities market was \$91B in 2019; its rate of growth is expected to increase

Home-based care market size in the US from 2012 to 2019, by service, (\$B)



ESTABLISHING YOUR LOCAL CHAPTER

The National Aging in Place Council was developed to create a forum for individuals from various sectors to work together to meet the needs of our growing aging population.

NAIPC creates a national platform by generating awareness for aging-in-place issues and supporting local chapters throughout the nation.

Building a local chapter doesn't happen overnight!

Aging in Place Councils are focused on community engagement to increase awareness of aging issues and promote proactive planning. It is important that you find professionals that support our educational mission and aren't just looking for a lead generation or networking group.

Each chapter is provided with at least one mentor from the National Board of Directors to guide them through the process.

In addition to introducing your chapter to NAIPC, your mentor(s) will connect you with an additional list of potential members and partners in your area.





MISSION

To bring professionals and communities together to champion Aging-in-Place through **collaboration**, **education**, and **advocacy**.

ROLES & RESPONSIBILITIES

National Office:

- Create strong public relations and advocacy campaigns
- Enforce Code of Conduct, bylaws, and accountability procedures
- Build & support Aging in Place Week activities every October
- Provide a forum for chapter leadership networking and education
- Create & host national events
- Develop & maintain websites for member and consumer audiences
- Maintain and promote online directory of members
- Maintain membership records
- Provide financial management and reporting

Chapters:

- Increase awareness of solutions available to older adults in local communities
- Provide educational and networking opportunities for members
- Send a representative to the monthly Council of Chapters call
- Create positive impact to members' businesses and encourage industry growth
- Shape National public relations and advocacy campaigns by providing information regarding regional trends in the aging in place industry.



BUILDING YOUR COUNCIL **RECRUITING**

A chapter may form after 5 to 10 individuals have committed to serving as the founding charter members.

Here are a few tips on where to start recruiting:

- Reach out to your existing network and recruit "movers and shakers" from the aging sector in your community.
- Collaborate with other organizations without duplicating efforts.
- Recruit members from a variety of different industries. View our list of service providers for ideas.
- Host an in-person informational meeting, and co-host at least one information session with the National.

Tools for Recruitment

The following can be found in MemberClicks under the Resource tab:

- *Who We Are* Video
- Membership Brochure
- Membership PowerPoint
- Recruitment Flyer
- Custom & Generic Social Posts and Videos

Membership Levels

NAIPC has 3 standard membership levels:

- Individual Membership = \$250/year
- Public/Nonprofit Membership = \$125/year
- Corporate Membership (3 Delegates) = \$675/year

Custom membership plans are available for larger organizations.

GROWING **MEMBERSHIP**

Your charter members should focus on the challenges and opportunities available in the community and how the group can interact and bring awareness to Aging in Place issues. Most importantly, the group should focus on defining the scope of the group's initial activities by determining common goals and objectives

Define Your Objectives

Before you start to engage community members, you must clearly determine the goals and objectives of your local council. Familiarizing yourself on the local Aging in Place issues will help direct the initial focus of your organization.

Here are a few suggestions:

- Raise public awareness of Aging in Place through education;
- Develop a local provider/support network;
- Generate media coverage for advocacy issues;
- Encourage families to discuss Aging in Place issues around the holidays.

Identifying these objectives will help you recruit members and allow you to more effectively take action. And equally important, you will need to define the audience for your activities.

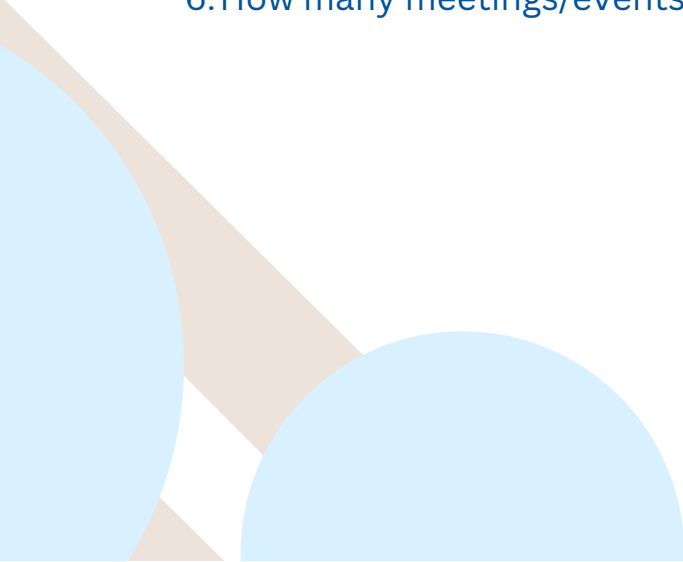


SAMPLE MEMBER QUERY

A prospective member query is an easy way to elevate your chapter by showing your goal is to do more than just recruit members.

NAIPC [Chapter Name] Prospective Member Query

Please provide detailed responses to the following:

1. How does your day-to-day professional activities focus on the senior population?
 2. What compels you to serve the senior population?
 3. Please provide examples of how you stand out professionally among your peers.
 4. What personal/professional attributes/resources would you bring to the chapter?
 5. If/when needed, would you participate as a local/national committee member, committee chair, or board member?
 6. How many meetings/events do you think you might attend per year?
- 

SUGGESTED LEADERSHIP POSITIONS

Running a chapter is no small task. Establishing a strong executive board and various committees will ensure that tasks are appropriately distributed and delegated amongst the membership.

LEADERSHIP

Chair: Plans monthly meetings, oversees committees, holds regular board meetings, and participates in the monthly Council of Chapters call

Vice or Co-Chair: Assists the Chair with responsibilities and succeeds Chair in 2-3 years

Secretary: Takes meeting minutes, provides National office with updates, news and events for the purpose of keeping the chapter page on ageinplace.org current

Treasurer: Manages chapter finances and budget, submits reimbursement requests and vendor check requests to National for chapter events or expenses

COMMITTEES

Membership Committee

Recruits new members and tracks current membership

Community Outreach

Plans events and finds educational and speaking opportunities

Public Relations Committee

Manages chapter messaging, including press releases and developing relationships with local media. Manages the ageinplace.org email account and coordinates social posts

Advocacy Committee

Works with local government and nonprofit agencies to develop various programs and/or legislation that promotes Aging in Place

SUSTAINING YOUR CHAPTER

The goal at the chapter level is to establish yourselves as the local experts on all-things aging.

● Mission Development

NAIPC achieves our mission by unifying resources dedicated to independent aging in place into a single powerful force.

- We connect those who provide services to aging Americans.
- We connect aging Americans with service providers.
- We connect service providers with senior housing and retirement communities.
- We connect local communities of service providers across the country, creating one national community.
- We connect the private and nonprofit sectors.
- We connect businesses with government.

Chapters are encouraged to develop their own mission statement tailored to the needs of their community. Here is an example:

To make Aging in Place a viable option for every citizen in Metropolitan Atlanta by:

- *Offering sound and up-to-date information and education to access complimentary professional expertise and services,*
- *Fostering collaboration among interested businesses, practitioners, public agencies, and nonprofit organizations,*
- *Advocating for policies, regulations and practices that enable healthy Aging in Place.*

CHAPTER

MEETINGS

To retain existing members and recruit new members, focus on the strength of regular meetings. Here are a few suggestions:

Lead With The Mission

NAIPC is mission-driven. Opening each meeting with the National mission and/or your chapter mission is encouraged.

Be Consistent

Establish a set time, place, and date. Form a strong agenda and ensure meetings start and end on time.

Educate Your Members

Invite notable speakers to present at meetings and keep your topics fresh and current.

Set Goals

Set annual goals for recruitment goals, senior outreach, and advocacy efforts

Social Opportunities

Allow time for networking and consider highlighting a "Spotlight Member" each meeting.

Charge Non-Members To Attend

Opening your meetings to non-members provides an opportunity for members to be exposed to new topics, products, and services.

Sample Meeting Agenda

Welcome - Mission, Membership Information, Welcome New Members

Introductions - Brief Introductions

Spotlight Member of the Month - New Members Receive Priority

National Updates - Reports on National News & Updates on Initiatives

Chapter / Committee Updates - Committee Reports & Event Discussions

Educational Program or Case Study

Announcements - Community News, Upcoming Events, Next Meeting

FINANCIAL MANAGEMENT

Chapters are part of the NAIPC National legal entity, and NAIPC National is responsible for reporting all income and expenses on its annual Form 990 and paying tax on any unrelated business taxable income (UBIT). It is imperative that Chapters adhere to the processes documented here.

All Chapter revenue and expense reporting must be made to National on a timely basis, as National reports its income and expenses on a cash basis.

Revenues

Membership Dues

All membership dues are collected by National, processed through the merchant account or deposited into the National bank account. Chapter dues will be allocated to the given chapter and accounted for separately.

Membership Database

Memberships will be maintained in National's Membership Database. Renewal invoices will be generated and emailed directly to the member at the address on file.

Renewal invoices are emailed approximately 60 days in advance of the expiration date and, if payment has not been received, again approximately 30 days in advance of the expiration date.

Chapter Event Revenue

The general rule is that all revenue will be directed to National for processing. If cash is collected at a Chapter event, a personal check may be written to NAIPC National - or an electronic transfer may be sent via Zelle - for the total amount of the cash.

Chapter event revenues will be allocated to the given chapter and accounted for separately.

FINANCIAL MANAGEMENT

Chapters must submit expenses in a time manner.

● Reimbursement Process

A Chapter can either have National send payment directly to a vendor via ACH or electronic payment, or Chapter leadership can use personal funds and submit expenses to National for reimbursement.

The Treasurer of each Chapter will have access to the Wave Accounting System, which also allows for reimbursements to be submitted to National in the form of an invoice. Please ensure that an invoice and/or receipt accompanies the payment request.

● Financial Reports

National will send Chapter financial reports on a regular basis to any Chapter that requests it. Ad hoc financial statements may also be requested.



www.ageinplace.org

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