



Parent Leader Quick Guide

2018

Parent Club Services

- ★ **Parent Club Events** – Hosting a Parent Club Event? Check out the Parent Leader Toolkit for help with arranging speakers, ordering supplies, printing certificates, sequence of event suggestions, mailings, obtaining check lists or speaking points, to have it posted on our online calendar, or help with registration services. Parent Clubs also get a 10% discount from the Gift Shop when they use promo code “WPPC”!
- ★ **Communications** – Have you had an exciting event or update you want to tell the other Parent Clubs, Societies or graduates about? Email your local parents and graduates through our regularly maintained distribution lists, share with the other regional presidents, have us post on our online calendar, or send it to ParentRelations@wpaog.org to be considered in one of our other publications.
- ★ **Administration Resources** – Trying to figure out where to start? WPAOG Parent Leader Services has all the resources you need to help lead your Parent Club. We offer assistance with items such as the use of official trademarks and logos, obtaining 501c (3) status, and regularly maintained lists and rosters. If we don't have what you are looking for available online at westpointaog.org/parent-leader-toolkit let us know and we'll see what we can do to help you!
- ★ **Membership** – Are you trying to reach parents who have recently arrived in your area, to engage those who are not active, or make your membership administration more efficient? We can help you with lists of parents in your area and new to your area, engagement surveys, maintaining your membership lists, and with helpful hints about Parent engagement.
- ★ **West Point Alumni Leaders Conference** – Looking for some new ideas or have a great idea to share? WPAOG has an annual conference where leaders can gather to share information, exchange ideas, and brainstorm for the future.
- ★ **Distinguished Parent Club Award** – Is your Parent Club actively representing WPAOG and USMA or are you looking for new inspiration on how to lead your Parent Club? The DSA is awarded annually to the most active Parent Clubs (coming in 2018).

Annual Parent Club Support Timeline

Alumni Support maintains an ongoing calendar of events and activities. Below is a list of activities in which Parent Club Support takes part.

<p>★ JANUARY</p> <ul style="list-style-type: none"> •Parent Clubs begin preparations for Away Football Tailgates •<i>Parent Review</i> •Founders Day Coordination •Parent Club Leader Survey Released 	<p>★ APRIL</p> <ul style="list-style-type: none"> •Founders Days Usually Conclude •<i>Parent Review</i> •Share Feedback with WPAOG Parent Relations Manager 	<p>★ JULY</p> <ul style="list-style-type: none"> •Finalize Fall Tailgates •<i>Parent Review</i> •New Distinguished Parent Club Award (DPCA) Application Released for 2019 	<p>★ OCTOBER</p> <ul style="list-style-type: none"> •Founders Day Speaker Survey Released •Parent Club Tailgates •Tailgate Email Blasts •<i>Parent Review</i>
<p>★ FEBRUARY</p> <ul style="list-style-type: none"> •Founders Day Coordination •<i>Parent Review</i> •Parent Club Interest Survey • 	<p>★ MAY</p> <ul style="list-style-type: none"> •<i>Parent Newsletter</i> •Save the Date for the Leaders Conference 	<p>★ AUGUST</p> <ul style="list-style-type: none"> •Leaders Conference •Tailgate Email Blasts •<i>Parent Review</i> •Leaders Conference Survey Sent •Distinguished Parent Club Award introduced 	<p>★ NOVEMBER</p> <ul style="list-style-type: none"> •Parent Club Tailgates •Tailgate Email Blasts •<i>Parent Review</i>
<p>★ MARCH</p> <ul style="list-style-type: none"> •Founders Days Begin •<i>Parent Review</i> 	<p>★ JUNE</p> <ul style="list-style-type: none"> •Distinguished Parent Club Award (DPCA) Application preview •Registrations Opens for the Leaders Conference •<i>Parent Review</i> 	<p>★ SEPTEMBER</p> <ul style="list-style-type: none"> •Parent Club Tailgates •Tailgate Email Blasts •<i>Parent Review</i> 	<p>★ DECEMBER</p> <ul style="list-style-type: none"> •Holiday Cards Sent to Society Presidents •<i>Parent Review</i>

ONGOING

- License Plate Program
- Online Event Registrations
- Online Membership Registrations
- Responses to Inquiries
- Calendar Updates
- Updates to Parent Club Leadership in RaisersEdge
- Maintenance of Current Information Online