

PUBLIC SERVICE CHAIR GUIDEBOOK



**National Association of Benefits and
Insurance Professionals**

Washington DC

www.NABIP.org

INTRODUCTION

Chapter involvement in community activities accomplishes the following purposes:

- Contributes to the well-being of the community
- Generates favorable recognition and appreciation in the community for the chapter, its members, and the profession.
- Strengthens the chapter by providing a common bond of interest that knits members together.

The types of projects undertaken by state and local chapters generally fall into two categories: fundraising and direct involvement. Fundraising is soliciting funds for a charitable purpose, while “involvement” implies more active volunteer participation in a particular community event. Both types of projects require a significant commitment of time, but each brings tremendous satisfaction to the participating members.

CHOOSING A PUBLIC SERVICE ACTIVITY OR COMMUNITY PROJECT

The public service chair should begin by appointing a committee to share the responsibility of choosing and managing a project. Once the committee has been formed, here are some suggestions on how to proceed:

- 1) Review local needs and opportunities with community health and welfare leaders.
- 2) Make a list of causes that will benefit the most from the type of assistance your chapter members can provide. Given the members’ essential role in the health care delivery system, programs pertaining to health issues are natural choices, but not the only appropriate ones.
- 3) Consider the level of involvement your chapter can offer, and evaluate opportunities accordingly. For example, if your chapter is able to contribute money but not volunteer time, this is an important factor when evaluating the suitability of a project.
- 4) Discuss the list with the chapter's board or at a regular membership meeting and be prepared to make a recommendation on a single activity or project.

TYPES OF PROJECTS TO CONSIDER

Below is a partial list of organizations/programs assisted by other chapters. Your community’s needs, however, will determine those under consideration by your members.

Categories:

Health

Public Health
Disability
Mental Health
Services to the Aging Population
Medical Research Centers
Drug Abuse
AIDS
Hospice
Heart/Lung/Cancer Association
Eye Bank/Prevention of Blindness
March of Dimes
Suicide Prevention/Crisis Clinic

Services to Children

Children’s Hospitals
Pediatric AIDS
Child Care Centers
Abused/Neglected Children
Scholarships
Big Brother/Big Sister Program
Junior Achievement
Boy/Girl Scouts
Recreation Facilities
YMCA/YWCA

General Community Welfare

Hunger Project

Red Cross Disaster Relief

Blood Donor Projects

Homeless Shelters

Home/Highway Safety

Salvation Army

Goodwill

United Way

Anti-Litter/Anti-Graffiti/Beautification

Specific Ideas:

1. Conduct special health care education projects using literature and/or films among local industries, civic clubs, church groups, schools, and professional groups.
2. Distribute health care information to the general public.
3. Organize a health check-up program for the community.
4. Serve as instructors in fields such as water safety, driver education or bipartisan political education.
5. Establish an academic scholarship fund.
6. Form transportation and equipment delivery brigades for the needy and their families.
7. Develop training programs for fund drives.

PUBLICITY

If your chapter has a communications or public relations chair, work together to generate publicity for the community service activity. Local/community newspapers and television stations actively seek such events for coverage. Be sure to contact them at least two weeks in advance to notify them of your event. Your members will be thrilled to see the event publicized, and it's a great way to encourage their participation in the next scheduled activity. Follow-up is important, too – invite an official from the entity you supported to speak briefly at a chapter meeting immediately following your event.

If no one in your chapter serves in this capacity, check out the Public Relations Chair Guidebook. This guidebook will provide you with some ideas on how to generate publicity for your public service project.

CONCLUSION

Thank you for volunteering your time to organize public service activities for your chapter. You and your members will feel a great sense of accomplishment and pride when you successfully complete a project, and your community will thank you.