

# PUBLIC SERVICE CHAIR GUIDEBOOK



**National Association of Benefits and  
Insurance Professionals**

**Washington DC**

**[www.NABIP.org](http://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.