



## **2015 CHAPTER EXCELLENCE AWARD APPLICATION**

**Today's Date:** \_\_\_\_\_

**Chapter:** \_\_\_\_\_

**Chapter Contact Person:** \_\_\_\_\_

**Daytime Phone:** (\_\_\_\_\_) \_\_\_\_\_ **E-mail:** \_\_\_\_\_

The Chapter Excellence Award is designed to recognize a CAMFT Chapter that demonstrates excellence in the following four key areas:

1. Chapter Management
2. Communicating with Members
3. Using Programs to Meet the Diverse Needs of Membership
4. Promoting Chapter and Community Involvement

Please explain how your chapter demonstrates excellence in each area below. You are encouraged to provide examples and measurable results/benefits. The items listed in each category are intended as examples only and are not meant to be an exhaustive list. The specific items applicable to your chapter may vary.

### **Chapter Management (5 points maximum)**

- Identify processes in place to attract and cultivate volunteers
- Operational efficiency (e.g. structure of meetings, registration process, etc.)
- Board/volunteer orientation
- Board/volunteer retreats
- Budgeting, use of resources, planning, etc.
- Account checks and balances
- Process for paying dues, automating processes, etc.

### **Communicating with Members (5 points maximum)**

- Website
- Correspondence with new and current members
- Renewal process
- E-mail blasts, e-newsletters, etc.

**Using Programs to Meet the Diverse Needs of Membership (5 points maximum)**

- Efforts to determine what members want (e.g. surveys, focus groups, evaluations, etc.)
- Demonstrate how your chapter meets the diverse needs of your membership (locations, times, structure, content of meetings, educational offerings, luncheons, etc.).
- Outreach to prelicensed members (i.e. interns and trainees)

**Promoting Chapter and Community Involvement (5 points maximum)**

- Involvement with local causes supporting mental health
- Development of programs to reach non-members, mental health professionals, and others in the community
- Marketing using CAMFT promotional material and other resources
- Partnering with local mental health and wellness organizations
- Speaking at schools, organizations, etc.
- Evaluation, assessment of the broader community and chapter services to the non-member
- Increasing the visibility of chapter members to potential clients
- Directory, local referral service, etc.

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**Please describe how your chapter has achieved excellence in each of these four areas:**

1. **Chapter Management**
2. **Communicating with Members**
3. **Using Programs to Meet the Diverse Needs of Membership**
4. **Promoting Chapter and Community Involvement**

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**Application Requirements:**

Please complete the information and requirements on the preceding page. Applications must be received by CAMFT by October 15, 2014.

The chapter that is selected to receive the Chapter Excellence Award will be recognized at the 2015 Chapter Leadership Conference and will receive a \$1,000 stipend from CAMFT.

**Submit Application and Attachments to:**

CAMFT  
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Attention: Mariam Babayan  
San Diego, CA 92111-1606  
(858) 292-2638  
mbabayan@camft.org