



Chapter Best Practices: Building Stronger Connections and Communities

ICC Chapter Leadership Experience 2025





PRESENTED BY



Dawn Neil, CTACO, CPS

30-yrs PT experience

Employed at Township of Bernards, NJ – 26-yrs

President of NJATA, co-founder of NWJTAA

Founding Member/Past President and current Treasurer for PTN

Instructor for NJ Dept of Community Affairs- Rutgers University and previously ICC

Married 30 years to Ron

DogMom to 3 cattle dog mixes

Boutique Owner who enjoys camping & travel

Cindi Somers, CPT

30-yrs PT experience

Retired from City of Richland, WA

Charter/Honorary Member and Past President of WSAPT

Founding Member/Past President and current Board of Director for PTN

Married 42 years to Bruce

DogMom to 4 FurGirls

Enjoys camping, biking & life



AGENDA

Membership Management & Recruitment

Chapter Operations

Branding and Member Engagement

Reporting for Success

Final Tips & Take-Aways

Let's explore essential strategies and innovative ideas to help your organization grow and succeed!



MEMBERSHIP RECRUITMENT AND MANAGEMENT

Application Management
Fees

Engagement
Recruitment

Member Recognition

Member Benefits

Member Feedback



Seamless Sign-Up: Making Membership Applications Effortless

What forms are you using?

- Jot Forms
- Google Forms
- Excel
- Paid Management System





Value and Fees: The Blueprint of Membership Pricing

How are your fees structured?


- One membership level & fee
- Multiple membership levels & fees
- Free
- Other





Engaging Your Membership

Communication is the Key!

- Email
 - Community Forum
 - Mobile Communication
 - Meetings
 - Newsletters
 - Social Media
 - Website
 - Blog
 - Podcast
 - ICC GR Reports
 - Surveys / Polls
- 



Recruiting Members

- Membership Drives
- Partnerships with National, State or Regional Chapters/Associations
- Conference and Expo Attendance
- Other





Rules, Roles, and Results: Mastering the Essentials of Chapter Operations

- Bylaws
- Policies
- Standard Operating Procedures (SOP)
- Checklists
- Agendas & Minutes

Efficient Management, Effective Chapters: Let's Dive In!



Bylaws Unlocked: The Blueprint for Chapter Success

- Seek Samples
- Start with Purpose and Objectives
- Clear and Concise
- Living Document
- Track Amendments





The Policy Blueprint: Your Chapter's Framework for Success

- Identify Policy vs. Bylaw
- Clear & Concise
- Solicit Feedback
- Documentation & Record-Keeping
- Living document – Regular Review



The SOP Solution: Identifying the Need and Adding Value

- Ensure Consistency
- Improves Efficiency
- Facilitates training and accountability
- Supports Succession Planning
- Reduces Miscommunication

The best way to predict the future is to create it. – Peter Drucker



The Power of Preparation: Checklists for Every Task!

Chapter Tasks

- Standardize Function
- Prevents Overwhelm
- Increases Efficiency

Member Checklist Library

- Promotes Consistency In-House & Across Jurisdictions




Mastering Agendas & Minutes

Streamlining meetings for success

- Agendas: The Blueprint for Productive Meetings
- Minutes: Capturing Key Decisions & Actions
- Ensuring Agendas & Minutes Drive Action

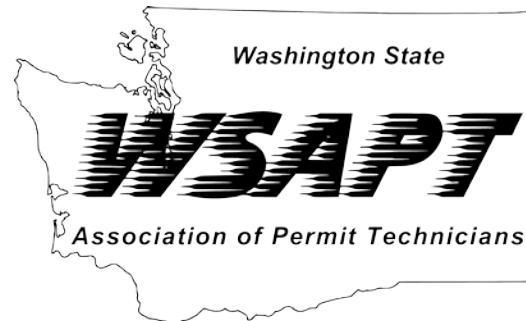


Elevating Your Chapter: The Branding Blueprint

- Mission and Vision
 - Core Values
 - Tagline or Slogan
 - Visual Identity Beyond Colors
 - Key Messaging
 - Consistency
- 

Creating Connections

Branding to Member Engagement





BRANDING BOARD

MAIN LOGO DESIGNS
Variations are great for creative use.

LOGO WITH BACKGROUND
To use on dark/busy images

YOUR COLORS



#121320



#0000C0

YOUR FONTS

League
Spartan
Verdana

CREATED BY

Designs On The Go
www.DesignsOnTheGo.store

OUR RECOMMENDATION

Use your new logos everywhere you can along with coordinating colors and fonts to expand your brand and increase recognition among your customers.

SIMPLE TEXT DESIGNS

PermitTechNation
We Permit You To Build

PermitTechNation
We Permit You To Build

PermitTechNation
We Permit You To Build

All logos are delivered in png format with transparent layers, easy to use in any application or situation.



WHITE LOGO





The Engagement Edge: Empowering Your Members

- Volunteerism
- Building Safety Month
- Community Outreach - Drives
- Awards

Turning members into active participants—
let's talk strategy!





Volunteers Make It Happen: Join the Leadership Movement



- Members
- Committees
- Board of Director
- Executive Board

A chapter's strength lies in the dedication, passion and active involvement of its members.



COMMUNITY OUTREACH

- Food Drive (WSAPT)
- Pajama Drive (AZPT)
- Gift Card Drive (NJATA)
- Habitat for Humanity (OPTA)
- Back to School Backpacks



2025

- Habitat Builds
- Community Beautification
- Lowe's/Home Depot – Help the Homeowner
- Youth Projects
 - Butterfly Boxes / backyardbuddies.com
 - Junior Achievement
 - Public Library Programs

GAME ON!





SHINING A SPOTLIGHT: HONORING OUR MEMBERS

- State
- Region
- National
- Honorary Membership
- Scholarships
 - Education/Certification/ICC AC (PTN)
 - The Paula K. Strutzel Award (WSAPT)
 - The Bonnie Lanz Award (OPTA)






REPORTS THAT MATTER: TELLING YOUR CHAPTER'S STORY

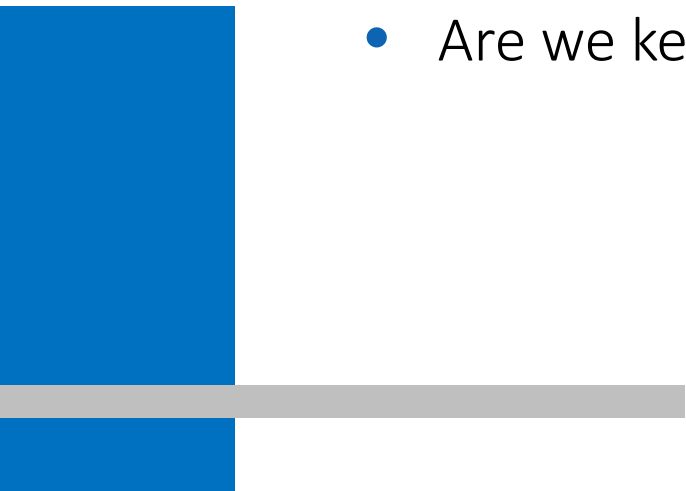
- ICC Chapter Report
- Federal & State
- Financial Audit

YOUR REMINDER TO REPORT: ON TIME, EVERY TIME!





Bringing It All Together: Your Chapter's Path to Success

- What can we do to engage our members more effectively?
 - What things can we do to make our chapter a better steward for the community?
 - Are we keeping up with the necessary reports and filings?
- 

Together, we can create a chapter that empowers, elevates and excels.

Thank you!



Dawn Neil, info@permittechnation.org

Cindi Somers, education@permittechnation.org

PermitTechNation.org

[ICC Chapter Resources](#)





Let's Get Social

Find us on Facebook & LinkedIn

