# Make it a Hit!

#### Why it Matters to Have an Engaging AGM

#### Paul Meunier, April 2016



## Agenda

#### 1) AGM Standards

• Frequently Asked Questions

#### 2) Planning Tips

- Checklist for Preparedness
- Using Your Platform

#### 3) Creative Examples

#### So we need an AGM... Question:

# Why?

What's the point?

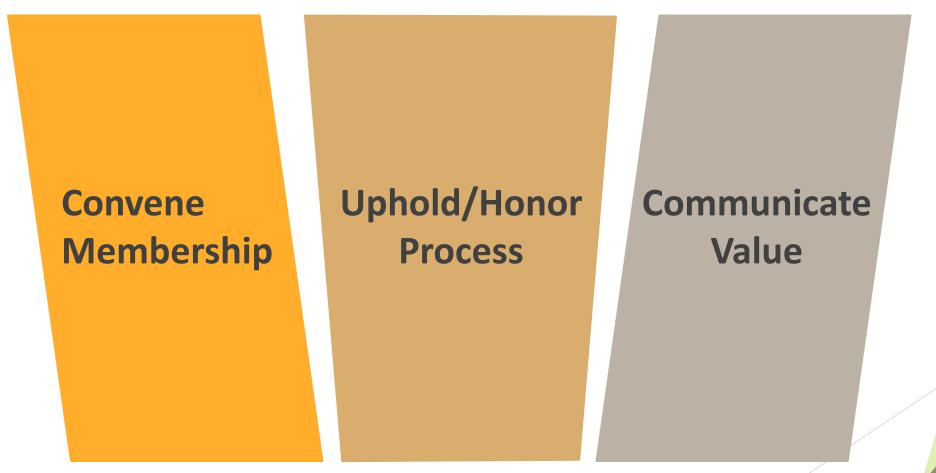
## So we need an AGM...

**Despite LOTS of public engagement opportunities:** 

- Board meetings (can be public)
- Association events
- Communication updates (email blasts, newsletters, websites)

AGMs are a legislated requirement

### **AGM Standards**



#### Fundamentally: to enable democratic action

## **AGM Standards**

AGM business is fairly typical, regardless of NPO

- Approve financials/audits
- Present reports
- Elect a board
- Pass special resolutions (as needed)

#### **Societies Act of Alberta:**

Your association must present a financial statement at the AGM setting out its income, disbursements, assets and liabilities, audited and signed by auditor.

## **Frequently Asked Questions**

#### Audit

"how much time do we need?"

"what if audit's not ready?"

#### **Special Resolutions**

"what are they used for?"

"what notice is required?"

"how do we get people out?"

#### **Reports**

"what exactly needs to be covered?"

"what if our members want something not on the agenda?"

"what's the deal with AGM meeting minutes?"

#### **Elections**

"how do we recruit?"

"can we pre-source candidates?"

"do we HAVE to call from the floor?"

## **Planning Tips**

- **Checklist for Preparedness** 
  - **Read your bylaws**
  - Delegate tasks, organize, secure resources
    - □ What space do you need?
    - □ Who is chairing?
    - Which reports are needed? (singular, multi-party?)
  - □ Think about your **goals** ; what do you hope to gain?
  - Pay attention to hints/signs from members
  - Turn to policy support (code of conduct, etc.)

## **Planning Tips**

**Mistakes or Challenges to Prevent** 

□ Notifications: not upholding deadlines

Not using types of notice the bylaws require

□ Marketing: poor announcements, passive invites

- Inability to get quorum
- **Chairperson**: being disorganized (before/during)
  - Allowing member disruptions
  - Not upholding process <sup>m</sup>, not being neutral
- **Audit**: missing deadlines

## **Using Your Platform**

Set the Tone use language that inspires, is compelling, is a call to action

#### **Be Prepared**

as if anything can happen, know your bylaws Opportunity think of this as a time to celebrate, promote, be bold

#### "Business as Usual" a voice for community pride!

## Activity!



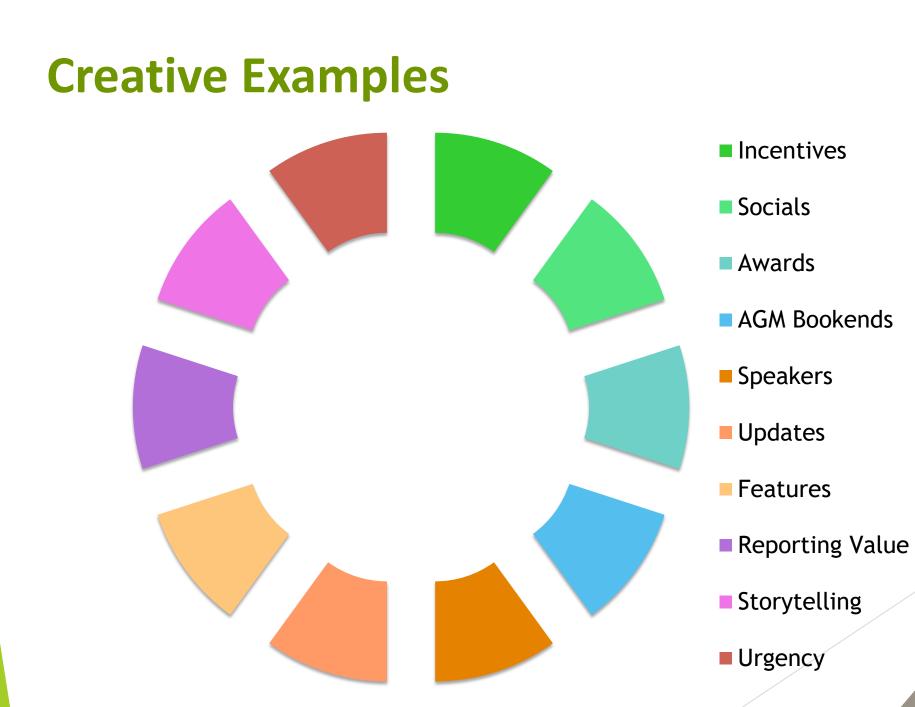
## Activity... What are you communicating?

Key Messages: small, bite-sized pieces that explain

- What your organization does
- > What it stands for
- What is distinct about you
- The value you offer

Should be refined and consider your:

AUDIENCE RELEVANCE and IMPACT RELATABILITY (all points of view)



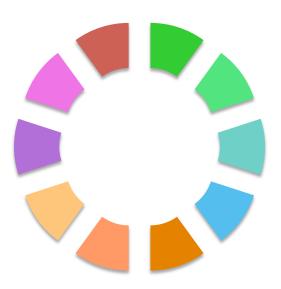


#### **Incentives** . Socials . Awards

- Food, prizes, event-only giveaways
- Fun-sounding socials (wine and cheese)
- "Meet-and-greet" network building
- Recognition awards, anniversaries

#### AGM "Bookends"

Functions before/after to draw people
 e.g. Beltline's recent CJSW, DJ event
 before/after AGM business

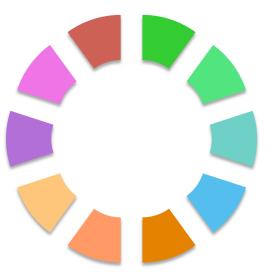


#### **Speakers** . Updates

- Special guests ; not just AGM-based
   e.g. Dignitaries/politicians?
   Keynotes? Sought-after people?
- Recent victories (look what we just did!)
- Long-term progress (outcomes)
- Controversial matters of interest

"Features" and unveilings

• New space, assets, partnerships



#### **Reporting Value . Storytelling**

- Be creative in your report delivery
- Be personal "put a face to a name"
  e.g. Hillhurst-Sunnyside CA financials: turned numbers into colourful charts to show investment on popular programs.
  Made program trifolds. Had program reps network by trifold "gallery" after AGM.
- e.g. SW Communities Resource Centre: clients speak to turn #'s into <u>story</u>



#### Urgency

- If rumors are spreading, encourage members to come and learn the facts
- If you're in trouble, don't be afraid to admit it. Be clear if you need help.
  e.g. "May 28, 2016 we need you to come out and show your support, or else..."
- Use your agenda restrictions: welcome concerns, redirect
- Use scripts, pre-plan 1<sup>st</sup> motioners

## Activity!

## What are some fun or interesting things that you have seen?



## Thank You!

Paul Meunier

Member Services Coordinator

Federation of Calgary Communities

## Bonus Takeaway 10 Basics of Robert's Rules (principles of fairness)

- 1. The Rights of the Organization Supersede the Rights of Individual Members
- 2. All Members Are Equal and Their Rights Are Equal
- 3. A Quorum Must Be Present to Do Business
- 4. The Majority Rules
- 5. Silence is Consent
- 6. Two-Thirds Vote Rule (certain matters of importance require greater votes)

## Bonus Takeaway 10 Basics of Robert's Rules (principles of fairness)

- 7. One Question at a Time and One Speaker at a Time
- 8. Debatable Motions Must Receive Full Debate
- Once a Question Is Decided, It Is Not in Order to Bring Up the Same Motion or One Essentially Like It at the Same Meeting
- 10. Personal Remarks In Debate Are Always Out of Order