



Communiqué

The Delta Kappa Gamma Society International
TSO Communications Committee Bulletin

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Inform the Membership • Create a Buzz • Enhance DKG Visibility

Elevator Speeches: Opportunities to Impress

Take a Minute to Explain DKG

In recent years, Delta Kappa Gamma leaders formulated a campaign to create a buzz about the benefits of Society membership utilizing a marketing strategy known to the business world as elevator speeches. Chapters and members are asked to develop a short promotional blurb which presents an overview of our organization and to be ready to deliver it on the spot. Elevator speeches often can be a first opportunity to make a good impression on the public for DKG.



An elevator speech is a short summary used to quickly and simply define our Society and its value.

Winston Churchill said, "Writing a good, punchy elevator speech is far harder than most people might think." The secret to generating a captivating summary is to think like your audience. Having a generic, one-size-fits-all elevator pitch is almost certain to fail, but developing a consistent set of basic ideas to tailor to your listener's questions or interests is an effective practice.

There is a plethora of resources materials on the Web to use to learn about elevator speeches. One is a book entitled *Elevator Pitch Essentials*. The international website and the state website offer suggestions for and examples of elevator speeches as well.

Business sources advise that the ideal length for an elevator speech is 10-12 words for a personal intro and about 150-225 words for the pitch. It is important to remember that most listeners have very short attention spans and typically remember only three things from a message. Begin with a statement or question that piques the audience's interest to want to hear more. Mimicking any marketing pitch, a Society elevator speech needs to offer some form of interesting benefit- a hook- to the recipient. Ideally, the quick message will be memorable in content and for the passion with which you deliver it.

These are the steps experts say to take:

1 **Know Your Audience**

Focus on the benefits our organization offers. Then ask yourself questions such as these: If I were interested in membership in a professional organization, what would be appealing to me about DKG? What qualities of professionalism and leadership does this potential member exhibit that would make membership in DKG attractive to her? What really motivates key women educators? What would entice this person to find out more? What do I want this group of people to know about DKG and my association with it?

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FOCUS
on
Create a Buzz

**ELEVATOR
SPEECHES**

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MEMBERS IN PRINT
and
TSO MEDIA AWARDS

Recommendation forms available for download

@ alphastatetexas.org

Choose **Committees** then
Communications

Deadline Nears for *Members in Print* Nominations

No fooling! April 1, 2012, is the deadline to nominate a Texas Delta Kappa Gamma for the *Members in Print Award*. Help the state communications committee recognize the published authors among us. This award is not limited to the current year. If a member was published in the recent past but never recognized, she may be nominated for the *Members in Print Award*.

Chapter presidents are the officers who initiate the recommendation process. The requirements are that the writer was published in a professional journal, published a book, wrote a chapter in a collection of articles published in book form, published a series of articles (3 or more) which deal with education, or completed a video to be used in education.

The recommendation form for the *Members in Print Award* may be found on the state website or contact Karolyn Caldwell at kbellrc@hotmail.com. Return the completed forms to -

Karolyn Caldwell
1501 Betty Drive
Mission, TX 78572



Elevator Speeches continued from page 1

2 Know Yourself

Before you can convince anyone of the value of DKG, you need to know exactly what it is and who you are as a Delta Kappa Gamma. Define precisely what the Society offers to you and other women educators.

3 Write Out Your Talk

To do this, you might begin with an outline of your material or use bullet points. However, you may rather let the ideas flow unedited and write them all down as quickly as possible before you lose momentum. Neither details nor complete sentences are needed in the initial stage. Follow up later with a first draft.

4 Finalize Your Speech

Review your first draft for clarity, consistency and conciseness. An effective elevator pitch can be understood by your grandparents, your spouse, and your children. Keep the summary conceptually high and without unnecessary details. Once you are happy with the clarity and consistency, start cutting out extraneous words. Your goal is to say what you need to say in 200 words or less.

5 Practice Your Material

You will need to know your basic elevator speech by memory, and the only way to achieve this is by efficient and effective practice. Deliver your speech to a live audience and refine it based on feedback. Be sure to practice on people who are knowledgeable of the topic and will give you honest feedback. Another idea is to practice saying your speech into a recording device to get a natural flow. You may find you need to alter the wording or sentence structure to make your delivery as natural and as enthusiastic as possible.

6 Be Sociable! Share!

The goal of an elevator pitch is to just get the ball rolling. A good elevator speech will be conversational in tone, and you will tweak the version to suit the audience at hand. You don't want to sound artificial. Your listeners must not only find what you're saying intriguing, but they must also trust you.

A number of Texas chapters report that they have devoted time at meetings to help members prepare and practice elevator speeches. What about your chapter? Communication committee members at the local level could be instrumental in preparing and presenting a program to their chapters on *Creating a Buzz*. Newsletter editors could include a feature story on the elevator speech strategy in a future issue. Every DKG member should have an elevator speech so we each stand ready to answer the question, "Delta Kappa Whatta?" and to explain what the Society does. If we don't tell them, people won't know who we really are.

Learn more at <http://www.tobeanentrepreneur.com/blog/how-to-write-a-winning-elevator-pitch/>

Delta Kappa Gamma promotes professional and personal growth of women educators and excellence in education.

TSO Media Awards Recognize Friends of DKG

The TSO Communications Committee confers two types of Media Recognition Awards each June during the Alpha State Convention. The recognitions honor Texas newspapers' excellence in overall coverage of educational news or excellence in coverage of local chapter news. A newspaper that has not previously been recognized by Alpha State may receive one or both types of recognition this year. The process begins now at the chapter level.

Each chapter that chooses to recommend a daily or weekly newspaper in its city or area must complete a recommendation form and prepare an exhibit of clippings according to the information found on the Communications Committee page on the Alpha State website. All entries are to include a paragraph detailing types of cooperation with the educational community or other favorable aspects not apparent in the articles presented in the exhibit. The requirements and guidelines for the exhibits for each of the two types of awards vary slightly.

The exhibit for the overall coverage educational news award should include clippings taken from any issue published during the 2011-2012 school year. The selections should be examples of as many different kinds of materials as possible that demonstrate a wide range of local, state, and national education news as well as a wide range of approaches, including straight news articles, feature articles, editorials, "columnist's" viewpoints, etc.

The exhibit for coverage of local chapter news should contain clippings from 2011-2012 school year that showcase articles bringing the name of activities of our Society and its members to the attention of the public in a positive way.

Delta Kappa Gamma may have a journalistic friend in your community deserving of a Media Recognition Award. Now is the time to take the opportunity to submit the newspaper's name and exhibit to

Karolyn Caldwell
1501 Betty Drive
Mission, TX 78572
kbellrc@hotmail.com

Nominations for the Media Recognition Awards must be postmarked or emailed by April 1, 2012.

Calendar Watch

Important Communications Deadlines

February 1, 2012

**Communications and Publicity Committee Chapter
Biennial Reports**

April 1, 2012

Members in Print Award nominations

Media Recognition Award recommendations

May 1, 2012

Five Star Newsletter Award

DON'T LET TIME RUN OUT!



Wise Steps: Mentoring New and Seasoned Members Alike

You hustle and even coax to get everyone to renew their membership by the end of October. You help facilitate the recommendations, voting, and initiation of new members. What's next? The data is telling us that we are losing DKG members at about the same rate that we lose new teachers. What can we do? Mentor the membership! And a chapter's communications committee and newsletter editor can be among the main players in the effort.

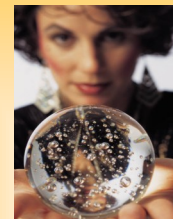
Each meeting, each newsletter, each conversation with another DKG member is an opportunity to teach your fellow members that everyone is a part of membership: reserve members, honorary members, active members, long-time members, and the newbies. There's always room for encouragement, thanks, inclusion, and growth in our knowledge of the Society and in our fully embracing its offerings for professional and personal growth - to say nothing of the economic perks of membership. Kay Bollom, our very active, well-traveled Delta Kappa Gamma from Area 4, has been in DKG since 1983. In speaking about the DKG conventions and conferences she has attended, Kay states, "I learn something about the organization each time I attend an event."

Some chapters expect the member who recommended a new sister to be that inductee's mentor. Other chapters have realized that working teachers have less time for these activities so they assign retired and more experienced members to mentor new initiates. Be sure to stress how very important it is to have this role within your chapter. Strategies for mentoring include calling before each meeting, offering a ride to meetings, putting the newbie on the same committee as her sponsor, or helping in her classroom so she will have the extra time to attend meetings, and escorting her to her first area workshop or state convention.

But wait! There's more! The newest members are not the only ones who can benefit from mentoring. What about the rest of the membership who may be confused about Society structure, chapter traditions, convention procedures, etc.? Remember, they may have received a hurricane of DKG facts at their orientation but never have had the opportunity to review that information again. How often must we remind one another about the correct way to wear the keypin?...or that the themes and logos for the International biennium and the State biennium change and require updates on alternate years?... or that DKG is a professional Society, not a sorority? Are there DKG programs, practices and procedures we assume our members understand but that we have never really explained, like the Seminar for Purposeful Living or the Educator's Award? In art, when a design is repeated from a second or third generation replica without looking at the original, the design is in danger of becoming a totally different entity or interpretation. That can happen in organizations as well. Mentor the membership with regular bits of reorientation via newsletter articles, quick spots in the agenda at meetings, and/or postings on websites. Make no assumptions. We need to inform the membership so each key woman educator can fully appreciate the value of belonging to our organization.

Don't let anyone who is able bodied or mentally sound languish on the sidelines to become apathetic about her membership in Delta Kappa Gamma. Be an equal opportunity chapter! Give everyone small responsibilities such as delivering the inspiration, assisting with the calling tree, or serving as a hostess regularly. Some seasoned members might benefit from the same ideas for mentoring as those newbies we mentioned, plus one more. Keep your non-technologically orientated members in the news loop. One idea is to form an ad hoc committee charged with printing and delivering the electronic issues of the *Lone Star News* and the chapter newsletters to members who do not use computers. Many of those women love our Society and miss reading about DKG. We want to make each member to feel welcome, informed, involved, and **needed**.

LOOKING TO THE FUTURE



83rd Texas State Convention

Las Colinas
Irving, Texas
June 21-23, 2012

▪

Seminar in Purposeful Living

Hyatt Regency Crystal City
Washington, D.C.
July 19-21, 2012

▪

2012 International Convention

Sheraton New York
Hotel and Towers
New York City, NY

Letters to the Editor

Dear Editor,

I just finished reading the latest edition of the chapter newsletter and must tell you how much I enjoy each issue. Thank you for the hours I know it takes to produce one, especially since you and I have confessed to the fact that some of us are missing that technology gene the younger members seem to be born with. You do a great job in creating a professionally formatted newsletter each month. You are a living example of the DKG member who said, "Yes." to an opportunity to grow personally. Thanks for your work and the role model you present to our chapter.

Your DKG Sister

Dear Editor,

Thank you for including the monthly and seasonal clip art reminders you print in our chapter newsletters. Your use of colorful little pictures is just right - not too much, not too little. They add interest to the text. Since I am a retired elementary teacher, I am familiar with the power of a picture coupled with a message. I really enjoy the way they catch my eye and cause me to want to read on. In fact, the cute clip art pieces you choose make me miss doing bulletin boards. Well, almost!

Still a Visual Learner

Dear Editor,

Not many members in our chapter know ours is a military family with a son deployed overseas, but I want you to know how much I appreciate your articles and cues to the chapter projects that support U.S. service personnel. Thank you for the Veterans Day reminders and the addresses for the Brooks Army Burn Unit and the Wounded Warriors Project you keep before the membership. My heart is touched each time you include that little phrase, "Remember our troops." somewhere in the margin of the newsletter. I am also grateful to you for the promotion of the coming Unifying Project at the 2012 TSO Convention which will benefit military families. Once again, thank you!

A Military Mom

Dear Editor,

I am writing to congratulate you on earning a 5 Star Award for our chapter's newsletter. The new, updated format you chose is clean and colorful. I feel it reflects the modern, talented women in Omega Omega chapter. Instead of keeping our news to myself, I often print several copies and proudly leave them in the teachers' lounge at my school. They always create quite a buzz! Keep up the great work!

Busy Classroom Teacher

Dear Editor,

I want you to know what a wonderful job I think you girls are doing to keep our chapter growing and involved. Although I don't get to many meetings, I love reading about DKG in all the publications. I especially appreciate the sweet sisters who deliver a printed copy of the *Lone Star News* and the chapter newsletter to my home each time an issue comes out. Delta Kappa Gamma was been a big part of my life, and it's still dear to me. Thank you for keeping me "in the loop," as they say.

A Golden Rose

Dear Chapter President,

Just a quick note to tell you what a fine job you're doing during this biennium. I am so proud of you for working to reinstate our chapter newsletter! It is such a useful tool to unite and inform the members. I am sure our chapter's health is better for your effort. I am happy to volunteer to help our new, brave editor in any way I can. Please call on me to be a regular contributor if needed.

Past Chapter President 2003-2005