

# CLUB DEVELOPMENT

## I. GENERAL

Club development includes the broad topics of launching new clubs from application (AVA Form 201) through full operations to include first event(s); and sustaining existing clubs with necessary training and expertise to continue to grow and improve. Important components of development training include: AVA policy & administrative operations; club officer roles & responsibilities, non-profit incorporation, financial and IRS reporting requirements; event operations and trailmaster training; membership; and marketing/publicity.

## II. POLICY

The AVA provides for club development through:

### A. AVA National Office / Employees:

1. Publishing organizational guidelines such as the Policy Manual and Trailmaster Guide.
2. Maintaining a national website and other forms of regular communications to ensure that member clubs and state organizations remain informed on new programs, important issues or changes in policy.
3. Coordinating training workshops on developmental topics at biennial conventions and other appropriate venues.
4. Employees training that ensures that the National Office employees can answer questions on a wide variety of topics pertaining to the AVA and their operations.
5. Providing for the chartering of new clubs, a new club application process and associated checklist, and training to Regional Directors and their deputies, state organizations and clubs on techniques for starting new clubs.

### B. Regional Directors (RD) / Deputies (DRD):

1. Maintain regular communications with their member clubs and state organizations – serving as the first stop for answering questions or resolving issues.
2. Visiting with clubs and meeting with leadership. RDs/DRDs typically have long experience in AVA and are an important source of training and development for new club officers and volunteers. RDs/DRDs assess the needs of clubs and can offer development solutions that meet those needs.
3. RDs/DRDs may develop or use existing diagnostic assessment tools to assess clubs and direct assistance or resourcing. Measurable criteria include: participation, membership, leadership, and administrative/financial fitness; along with intangible factors and observations.

4. Regional Conferences. Many regions hold regularly scheduled (annual or bi-annual) regional conferences for area clubs. These forums are another training platform for club development.

C. State Organizations – See guidance for Club Development in Appendix D.

D. Outside Opportunities. AVA encourages clubs to seek partnerships with outside organizations that can further their development process. These include, but are not limited to:

1. Local government agencies (Parks & Recreation, for example) or Chamber(s)-of- Commerce.

2. Non-profit organizations with similar missions / audiences – such as the AARP, YMCA/YWCA, hiking/scouting or other outdoors activity groups.

3. Healthcare providers that emphasize non-competitive sports activities as a vehicle for maintaining health & wellness.

4. Local businesses that can provide advertising, sponsorship (resources) and/or expertise in business operations or other aspects of club operations.