

## RVP JOB DESCRIPTION – July 2016

There have been several very good RVP job descriptions written over the years. They tend to go into a quite a bit of detail including setting up a tent at highland games. I have decided that Regional Organization and Management and a guide to running a tent at highland games are really two very important and related but separate things. As such, they have been broken down into this *RVP Job Description* and a *Games Guide*.

### **1. Importance of the position:**

It absolutely cannot be over emphasized the importance of this position. Not only is this position a voting member of the council that determines the operation and direction of the national society, the actions of the RVP in his or her geographical region determines the future viability and growth of the society through recruitment and retention of the membership base.

### **2. Organization:**

Given time, resource and geographical constraints, it is really not possible for one individual to successfully fulfill all the requirements of running a multi-state region. The region organization will vary according to several variables including but not limited to people available, calendar and importance of events, funds, and game specific resources (tent and supplies).

An ideal organization would consist of the Regional Vice-President, state coordinators (possibly more than one per state) and games convener.

*State coordinator:* This is a person responsible for games in his or her state or a geographical portion of that state. The coordinator should have the resources and ability to represent Clan MacLeod at any event in his or her area of responsibility. This person will be knowledgeable in the necessary functions of running a standalone event. These people are the ones to be groomed to be your replacement. Grow them by not only assigning tasks but also responsibility. Encourage their input and show your appreciation.

*Convener:* This is a position that is very important but not widely utilized. This person would be a resource for a single game or festival. In some of the remote locations where games are held each year, it is beneficial to have local “boots on the ground”. Someone with local knowledge and contacts. Someone to meet the coordinator and or RVP to put up and take down the tent. Someone to help man the tent and possibly store some tent supplies. Depending on their financial ability, maybe someone to sponsor the tent. A person given responsibilities and appreciation is most likely to become a continuing member.

### 3. Duties:

There are many important duties that the RVP must perform. Among them in broad categories are communication, reporting, public relations and organization.

As far as communications, the RVP should be responsive to membership as well as fellow officers and council members. Some examples include:

- Welcome letter to new members. You and your staff have worked very hard to recruit a new member. Don't let them become a "one year and done" member. Send out a personal letter welcoming him or her to the society. Remind them of upcoming and regular events. Encourage feedback. A personalized semi-form letter works well.
- At least once a year, send out a letter to your members. Time it to fall in between the magazines and national newsletter. The holiday season or just prior to your games season is usually a good time
- Write two short articles for the newsletters. Include pictures if possible. It is important for member to know what is going on in their region. If they missed a local game and read how much fun and comradery they missed, they are more likely to attend the next year.
- Make sure you submit a report to council prior to the mid-year meeting and AGM. Try to attend and report in person if at all possible. This is a great time to communicate experiences with your fellow RVPs and council members.
- Although covered in the Games Guide, make sure you converse with all the members that come to the games. It is easy to become engrossed in conversation with old friends and exclude from conversations new, or less known members or potential members.
- Make time to make contact with the greater Scottish community. If a local Scottish society has a tent, make sure you introduce yourself. They can be a great source of new members. Also talk to the other clans. Personally direct their potential members to their tent. This help us all.

As far as reporting duties there are several that must be done regularly. These include:

- Financial reporting includes submitting a financial report to the national treasurer. This must be submitted in order to receive your stipend for the following year. It is very important to keep good financial records not only due to the society's tax status but according to your financial situation, you may be able to deduct unreimbursed expenses form your federal tax return.
- Games registration should be done in a timely manner. While it is your responsibility to see that Clan MacLeod is represented in has many Scottish events as possible, there is a practical side to be considered. Is some regions during certain times of the year there are potential events held almost every weekend, sometimes multiple events. Given financial, and manpower considerations as well as potential exposure, it is your duty to choose the events that are most

beneficial and commit to their annual attendance. This games schedule should be reported to the internet manager as soon as possible for inclusion on the web site.

#### **4. General**

Be seen, be knowledgeable, be responsive, be friendly, be a resource, be a cheerleader.

At every opportunity, talk up Clan MacLeod. A few things to be knowledgeable about and communicate freely include:

- Have printed resources to give our guests to reinforce what you have discussed. Membership forms, informational tri-folds, etc. are available on our website under the password protected member's site
- Our migration director. Many people that you encounter are interested in their family history and ancestry. Although we do not use the term "Genealogy" let them know that we have a Migration Director that has compiled a large database of MacLeod families. Let them know that we encourage them adding their family tree and that members can access the files.
- Our Branches. We are very lucky in that we have three chiefs representing three branches of Clan MacLeod. "Dunvegan Castle" and the motto "Hold Fast" are certainly well known. However, we also have the ruins "Ardvreck Castle" in Assynt and the MacLeod of Lewis motto "I shine not burn". While no longer owned by the MacLeods of Raasay we still have Raasay House on the Isle of Raasay. In addition to Chief Hugh MacLeod of MacLeod we also have Chief Donald of the MacLeods of Lewis and Chief John of the MacLeods of Raasay.
- Our septs. Every bit as important and as much part of the clan as those named MacLeod or variation thereof. Be familiar with these names and make sure sept names are prominently displayed.
- Piping and dancing. Talk about the MacCrimmon Quaich and the various dancing trophies. This is a good opportunity to talk about the Dunvegan Foundation and how they support the Scottish arts.
- Scottish travel. Talk about Parliament every four years and what a good opportunity to visit Scotland with fellow clan members.
- North American Travel. Talk about the mid-year meeting and the Scottish Christmas Walk. Take about the AGM and NAG held in different parts of the US and Canada and the shared experiences with fellow society members.
- Our publication. These give a world view as well as a local take on "All things MacLeod". Have a few back copies available to hand out.
- Find opportunities for member involvement. If the member is local to the area, try to get a commitment to help out. Invite them to march in the Parade of Tartans. Ask them to stay for a

while at the tent and talk to other visitors. Ask if they would help next year with set-up, etc. then follow up with a thank you letter immediately and another letter just prior to next year's game. A good way to develop a convener.