*Local and State Council networks and their local and state association counterparts are industry partners, working collaboratively to serve and advance the industry.*

For Your Network:

**1. Schedule a meeting with the A.E. and/or Officer Team**

* + When / Where
    - At the association office
    - Breakfast or lunch (offer to pay)
    - Coffee
  + What To Cover
    - Find out what they need
    - See where you can help
    - Follow up and follow through

**2. Show up to association events and be engaged**

* Introduce yourself to whoever is leading that event
* Highlight your affiliation with the Council
* Get in photos!
* Budget to Support the Association

*Pro Tip: Keep an eye out for state association, regional, and national meetings and conferences. Plan to attend lobbying efforts at all levels and ask to be kept in the loop on any local or state events (meetings, dinners, receptions) while you are there as you would love to attend! (Don’t be offended if you aren’t invited; it is a process)*

*Pro Tip: If it was an event you thought you should participate in; attend the event, mention to whoever is in charge that you loved the event and that if they are considering doing it again next year, mention that the council would love to support and offer to partner in the future. If possible, discuss why it would be beneficial for them for the Council to be involved.*

**3. Understand Association Lingo and Speak the Language**

* + RPAC
  + Understanding Acronyms

**4. Promote the Association To Your Members**

* + Highlight their events:
  + Invite Guest Speakers: GADs, leadership, Foundation
  + Include Their Leadership On Panels
  + Support RPAC: encourage your leadership & membership to do so as well

**5. Don’t compete with the association events**

* + Know their calendars
  + Don’t plan events on the same topics (offer to partner instead)

**6. Invite Influencers with the Association to Partner with The Organization**

* + Recruit Association Executives (AEs) and board members for membership
  + Pro Tip: budget for membership for key influencers (AE and President)
  + Invite them to attend (make the personal ask)

On An Individual Level

**1. Identify a committee at your local association that you’re interested in**

* Pro standards, government affairs, event planning

**2. What questions to ask to assist in evaluating the relationship and goals**

* Are we making progress on the goals we have set for this relationship?
* Are both the local network and local Association gaining value from this relationship?
* Are the needs of the local network and/or local Association changing?
* And, if so, in what ways should we adjust the value we can provide each other?
* How can we continue to improve this relationship?