



## THE ALTERNATIVE BOARD®

*Change Perspective. Improve Business. Enjoy Life.*

### Obtaining Tips

Collection of Tips is essential to the continuation of our publication: *Tips from the Top*. This publication differentiates us from any other organization. Your members love to see their name in print and feel important which increases retention.

#### Board Meeting Process

1. Pack the Tips collection form in the board materials
2. At the beginning of the meeting, pick out one Tip from the previous month and discuss it for 5-10 minutes. This gets people into reading Tips and looking for their board members. If anyone from the board is published, make a big deal of it with applause. I set a friendly competition between boards by saying, "none from you guys this month but several of our other boards were published."
3. Assign a Tips collector which could be the host and give them the Tips collection form
4. Tell the members of the board that if they hear a Tip they should say: "That sounds like a Tip."
5. When the collector hears this or recognizes a Tip on their own they should jot the essence of the Tip on the collection form
6. At the end of the meeting, the facilitator should collect the Tips form from the collector.

#### Post Board Meeting Process

1. Dictate, type up the Tip expanding it to be comprehensive. You can add some history etc. Write it in the 1<sup>st</sup> person. (TAB will take most anything as a starting point so the enemy of good is great in this instance)
2. Send it to the member for their approval or take it to their coaching session which works the best if you do not want to have to follow-up to see if they approved the email approval request. Have them edit it and sign the authorization form.
3. You can use the following methods from here to submit the Tip.
  - a. Fax the authorization form the member signed to TAB. This is the easiest but does allow a potential typo situation
  - b. Use the submittal process on the facilitator site
  - c. Email them to TAB when the member approves

Mail merge template from CRM:

Dear <First Name>,

I would appreciate your review and approval of the following Tip From The Top you provided during a recent TAB board meeting:

**Title:**

**Tip:**

**Author:** <Contact>, <Title>, <Company>, <City>, New York

With your approval this Tip may be published in the TAB Tips from the Top publication and email newsletter. Please sign your approval below, making any needed edits, and fax back to our office at 631-474-5161. Alternatively, you may reply to this email with changes and your approval.

Approved: \_\_\_\_\_ <Contact>

Date: \_\_\_\_\_

Thank you,

<MY:Contact>

The Alternative Board TAB  
3 Crescent RD  
Port Jefferson, NY 11777  
Office: 631-474-4310 ext. <MY:Phone Ext->  
Fax: 631-474-5161

<MY:E-mail>



BY WHOM?: \_\_\_\_\_ COMPANY: \_\_\_\_\_

GENERAL TOPIC: \_\_\_\_\_

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***Feel free to use the other side of this form for additional "Tips"***