



Celebrate Active Leaders

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Why Celebrating Active Leaders is Important

Leader recognition helps to retain current leaders, encourage dormant leaders, and motivate participants to become leaders themselves. Recognition shows that contributions are appreciated. Recognizing specific leaders can motivate that leader to continue their strong performance and encourage other leaders to be more active. Having all leaders thanked builds community.

How to Celebrate Active Leaders

Be consistent and regular in your celebration of active leaders. The chapter chair and committee chairs should be responsible for ensuring recognition and celebration are done consistently. Assign responsibility for recognition practices so they continue despite changes in the chapter.

Define what your group considers to be “active” based on the number of activities a leader offers, understanding that certain activities require more effort so may not be as frequent. Recognize leaders as a group, to build community, but also individually for those very strong contributors (“super achievers”). Define what your group considers to be a “super achiever,” so that selection of those individuals is fair and equitable. Ensure that the group’s definitions are accepting of differences (e.g. styles of communication, gender, sexual orientation, race, culture, etc.). Allocate budget in the annual budget process so you can provide tangible recognition. If gifts are given at events, be sure to follow up with those leaders who were unable to attend.

Examples of Leader Celebrations

- Hold in-person leader celebration events in an area convenient for leaders with food paid for by the chapter.
 - Frequency and location based on chapter
 - Organized by the appropriate committee. For larger chapters, that may be the Activity Committee. For smaller chapters, it may be the Executive Committee.
- Hold leader-only activities, events, and trips to provide time for leader bonding. These could include training.

- If there are several leaders from communities that have traditionally been underrepresented in the outdoors and in chapter activities, consider hosting a celebration with them to share to recognize the specific achievements and challenges they may have experienced.
- Mail or email thank you notes to high achievers and/or active leaders.
- Recognize high achievers;
 - Distinguished service awards at chapter or committee level
 - Volunteer of the Month gift card, newsletter article, social media
 - Volunteer of the Year
- Give a leader gift annually to active leaders
 - Gift cards: AMC Store, REI, LL Bean
 - AMC or chapter branded gift. Contact your Community Engagement representative for the email address of the AMC staff person.