



Communicate with Your Leaders & Leaders-In-Training

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Why Communicating with Your Leaders is Important

Regular communication with your leaders helps to build community, keeps them informed, and encourages them to lead and assist with chapter events.

Communication can help remind leaders of the joy of leadership, our shared passion for the outdoors, and the importance of AMC's mission. Communication can remind leaders of the benefits of leadership, both tangible and intangible. Regular communication may spur inactive leaders to post an activity. Providing timely updates is important for sharing useful updates.

How and what to communicate with your leaders

Communication can be in person, at events and activities, through email and other messaging, and through chapter communication platforms such as newsletters, websites, and social media. Note that messages on communication platforms may be read by those who are not leaders, but that may spark their interest in leadership. What you communicate to leaders should be something you are comfortable sharing with all participants, members, and anyone interested in AMC. Be aware of the human tendency to communicate with people we know well in a way that might be described as "cliquey" or "insider talk." Such language can be off-putting to those who are not "part of the club."

Examples

- Send regular emails to your group of leaders. Depending on the size of your chapter and committees, these can be emails directed to leaders for a certain activity or all leaders. For example, send a Hiking Leader email with relevant AMC updates, overview of benefits, training opportunities, and introduction of new leaders.
- Facilitate the ability for leaders to email each other to help their trip planning and information sharing.

- One option for emailing groups of leaders is to create a [Google Group](#) to maintain leader email addresses and generate email. This is free. Administrators need a Gmail account but recipients do not. You can configure Google Groups so that only administrators can initiate emails, which is useful when you want to push information. Alternatively, you can configure a Google Group that allows leaders to email each other, which is useful for soliciting co-leaders.
- Another option that is useful for planning activity series or complex activities is a shared Google spreadsheet that can be updated by multiple leaders.
- Welcome new leaders to your community of leaders. Let your leader base know what types of activities new leaders are interested in. As with any communications, respect individuals' privacy; obtain new leaders' permission before you widely discuss them publicly. Share messages from leaders as to why they lead and the joy they find. Methods can be newsletter, social media, chapter emails, leader-directed emails.
- In addition to emails to activity and affinity leader groups, also do chapter-wide leader communication. Consider ways to create opportunities for the different leader groups to co-mingle and exchange stories of memorable trips, and ideas for creating joint adventures. This will build camaraderie and an esprit de corps.
- Highlight work that is being done by other volunteers, the organization, and interchapter committees in promotion of AMC's mission.
- We all share a love of the outdoors. Send messages fostering the protection, enjoyment, and understanding of the outdoors.
- On your chapter website, hyperlink to the [AMC Chapter Group and Leader Benefits](#). Also provide information on your website about intangible leader benefits which include:
 - Satisfaction of supporting [AMC's mission](#)
 - Develop leadership skills applicable in other areas of your life
 - Increase self confidence
 - Friendships
 - Improve interpersonal skills
 - Ability to pick where and when you want to lead
 - Paying back to community
 - Promote love of the outdoors
- Communicate with leaders who have become inactive. Let them know they are appreciated and missed. If it feels appropriate and acceptable to them, ask

them why they are not as involved and if they see any barriers or challenges that might be addressed to help them return to active leading. Refer to the “Monitor with System Reports” best practices for more information.

- Communicate regularly with newer leaders so they feel supported during their transition. Refer to the “Monitor with System Reports” best practices for more information.
- Communicate regularly with leaders-in-training (LITs) during their training and up until they are certified as leaders. Refer to the “Support New Leaders” best practice for more information.