



The Top Reasons

Why Your Chapter Needs A Couple of the Year

February 2008

Reason #1

- **Selecting a Chapter Couple of the Year is a way a Chapter can “give back” to a couple who has worked hard for the Chapter**
- **Being Chapter Couple of the Year should be viewed as an *HONOR* not a job**



Reason #2

- Visitation with other chapters by the Couple of the Year can increase inter-chapter activities
- Can improve relationships with other chapters



Reason #3

- Chapter spirit can increase
 - When chapters show support
 - And demonstrate their pride for their Chapter Couple of the Year



Reason #4

- **Selection as Chapter Couple of the Year leads to:**
 - Personal growth for the couple
 - They usually take on more responsibility in leadership positions



Reason #5

- **The Chapter Couple of the Year can bring awareness within the community about our association**
 - Wearing shirts or vests with Couple of the Year designation
 - News stories about them
 - Public appearances by them



Reason #6

- **Participation in the District Selection Process brings**
 - Recognition of your Chapter within the District



Reason #7

- **As your Chapter Couple of the Year visits other chapters**
 - Couples of the Year from those chapters will, in turn, visit your chapter
 - Increased visitations translates into positive things



Reason #8

- **Your Chapter Couple of the Year can:**
 - Promote your chapter's upcoming events as they visit other chapters



Reason #9

- **Chapter Couples of the Year are often found serving as cheerleaders for the chapter staff.**
- **They can be important in maintaining strong chapter morale**



Points of Contact

- **Chapters**

- Contact your District Couple of the Year Coordinator
- Districts contact your Region Couple of the Year Coordinator
- Regions contact the International Couple of the Year Coordinator



Acknowledgements

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