

The National League of American Pen Women, Inc.  
**Outreach Programs and Their Evaluation**

**Mission Statement:** The NLAPW's Outreach Program is dedicated to providing community based educational programs through our national offices, state associations and branches located throughout the United States. The purpose of this outreach is to advance the creative arts and increase an awareness of the need for all citizens to have equal access to the enjoyment of art, literature and music.

**Objectives:**

The NLAPW's Outreach Program will:

1. Encourage all of its state associations and branches to become pro-active in community-based educational, mentoring, and charitable activities in art, literature and music in order to better meet the criteria expected of a 501 (c) (3) organization.
2. Offer quality seminars, workshops and outreach programs designed to promote artistic, literary, and musical creativity for both members and non-members.
3. Enhance the programming and increase the membership of all of its state associations and branches.
4. Establish a basis for the formation of new branches in those areas where no branches currently exist.
5. Promote the standing of the NLAPW both locally and nationwide.

**Administrative Structure:**

The NLAPW's Outreach Program shall be administered by a National Outreach Chair appointed for a two-year term by the national president. The NLAPW President shall also appoint one of the national vice-presidents to serve as the oversight chair of the outreach committee who will be voting member of the committee. The National Outreach Chair shall select two or more members in good standing to serve on the National Outreach Committee. The National Outreach Chair and her committee shall work under the direction of the NLAPW's National Executive Board.

**Implementation:**

All proposed state association and/or branch outreach programs shall be submitted in writing to the National Outreach Chair or Outreach Oversight Chair who shall then review the proposed projects with the outreach committee to determine if they meet the criteria for the educational, mentoring and outreach programming expected of a 501(c)(3) organization. Approved programs, whether already implemented by the state association and/or branch or still in the planning process, shall then be submitted by the National Outreach Chair to the National Executive Board via fax, postal mail or email. A two-thirds majority vote by the National Executive Board shall be obtained for the program to be listed as an appropriate community outreach activity carried out under the auspices of The National League of American Pen Women, Inc.

**The Duties of the National Outreach Chair shall include:**

- Contacting state associations and/or branches to encourage and promote community outreach programming. This may be done through articles printed in *The Pen*

*Woman* magazine and the NLAPW's website or through individual contacts via fax, postal mail, or email.

- Evaluating all proposed community outreach programs by submitting them to her committee for review and discussion.
- Submitting a written description and evaluation of all committee-approved programs to the National Executive Board.
- Publishing a listing and brief description of approved outreach programs in *The Pen Woman* magazine and/or the NLAPW's web site.
- Serving as a liaison between branches or state associations carrying out the listed programming and those wishing to implement a similar program.
- Maintaining a yearly written record of all approved and implemented outreach programming carried out by state associations and/or branches. This record shall be kept in the NLAPW's national offices and shall be made available to anyone wishing to evaluate the NLAPW's 501(c)(3) status.

### **Procedures for Program Submissions by State Associations and/or Branches:**

1. Prepare a written, detailed description of the proposed program, seminar or workshop to include its title, subject matter, if available—the date, time, and location of the presentation, program goals, name or names of presenter(s), qualifications of presenter(s), estimated cost to the host state association and/or branch, estimated costs—if any—for participants, target population, required materials, potential for fund raising or increasing branch membership, and the potential for the program to be presented by other state associations and/or branches. **(See attached form)**
2. Submit the proposal to the NLAPW Headquarters by fax, mail, or as email attachments. Send the report forms to the attention of the National Outreach Chair or the Outreach Oversight Chair.
3. Upon completion of the approved outreach activity, submit an evaluation of the program to NLAPW offices as above. Include information such as the number of actual participants, the effectiveness of the program in attaining stated goals, final costs to the state association and/or branch, copies of evaluation questionnaires completed by participants, the efficacy of future presentations of the same or similar programs to other populations, the strengths and weakness of the program, if any—recommended changes to future programs of a similar nature. Presenters are also encouraged to send photographs that are of a high enough resolution or quality to be printed in a publication.\* **(See attached form)**
4. Maintain within the state association and/or branch an ongoing record of all completed community outreach programs, seminars, and workshops.

### **Outreach for Fundraising or Branch Membership Drives:**

Because the outreach workshops and special programs are opened to the public, they provide an excellent and proven means for branch fundraising and increasing branch membership. In addition, they can be an important tool for generating funds for scholarships and charitable causes.

Taking special programs into nursing homes, providing storytellers to schools on National Literacy Day, and offering community-based art exhibits for individuals with special needs are

just a few of the ways that we, as an organization, can touch the hearts and minds of those around us.

**Summary:**

There are many advantages to be realized by these exciting outreach programs, but the greatest of these is the sharing of our time and talents. To make such programs truly effective, however, there must be wholehearted participation by both the presenters and the membership of sponsoring branches and/or state associations. By working in a united effort, the membership of The National League of American Pen Women, Inc. will surely discover that this organization **can** make a difference in a world that is desperately in need of the powerful, personal freedoms of imagination and creativity!

**Two forms are included, one for reporting proposed outreach programs, the other, with only slight changes, to be used as an evaluation tool following the presentation of an outreach program.**

***\*Photographs that include the faces or identities of children cannot be published or distributed unless written and signed approval is received from the parent(s) or guardians.***

**Addendum Regarding NLAPW/Lincoln Bicentennial Program**

The NLAPW has now been officially endorsed by the **Abraham Lincoln Bicentennial Commission (ALBC)**. The projects for our participation in this exciting celebration have been described in the *Fall 2007* issue of *The Pen Woman*. To follow through with this program in a meaningful manner, it is imperative that we encourage as much branch and state association involvement in outreach programs to schools, libraries and public forums as possible. These outreach programs should be specifically designed to celebrate the life and legacy of Abraham Lincoln. For the purpose of seeking grant monies, it is necessary that all such programming be well documented. Please distribute the **Community Outreach Program Report Form** to all branches and state associations in your area. A notation with the wording "Abraham Lincoln Bicentennial Program" should be clearly written on the program description portion of the form.

All forms that include ALBC programming should be sent directly to:

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