

(Do Not Remove Under Penalty Of Law)

REMEMBER

This is a compendium of suggestions, tips and ideas offered and used by other Club Leaders. Use what you wish, adapt what you want, discard what you will.

*Deja, Deja, Deja Ou
What works for me, might work for you*

Any and all PHiP By-Law, regulations and policies cited in this handbook were current and in effect at the time of publication in September, 2004 (Updated March, 2022).

It is incumbent upon the user to check the Club Leaders section of the PHiP website for any changes that may have been made in these items:

<http://www.phip.com>



CLUB LEADER'S HANDBOOK

PHIP Club Leader's Handbook

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CLUB LEADERS

HANDBOOK PART 1



Greetings, fellow Parrot Heads!

After years of success, the locally organized Parrot Head Club network has grown to proportions that none of us ever expected! With 200+ officially sanctioned clubs in place and national conventions occurring annually, our organization continues to grow by leaps and bounds.

Our intention is to promote the national network of Parrot Head Clubs, known as Parrot Heads in Paradise, as a humanitarian group that shares information and activities for mutual benefit. We all share a common statement of purpose:

Parrot Heads in Paradise, Inc. was created to promote friendships and organize social activities for people with similar interests including enjoyment of the tropical spirit of Jimmy Buffett's music.

In addition, PHiP, Inc. is a non-profit corporation and encourages its member clubs to provide a variety of volunteer efforts in the local, regional and national community for social and environmental causes.

In the process of making new friends and having fun, we believe in leaving something positive behind. Our clubs are open to anyone with the tropical spirit and desire to contribute to the betterment of their communities.

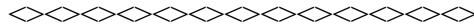
Although PHiP sanctioned chapters are autonomous, we encourage them to follow our goals and mission.

Club members come from a variety of backgrounds. Most are professionals, with an average age range between the mid-twenties and mid-fifties. Although membership numbers vary greatly from club to club, from all accounts, our clubs have an average membership of 150. The real beauty of the clubs is that they seem to attract exactly the right kind of people—people who, through their attraction to Jimmy Buffett's music and writings, also have a number of other interests in common, most importantly the desire to give something back to the community in which they live.

DISCLAIMER: We are recognized by but in no way attached to Jimmy Buffett and his business interests in Key West, New Orleans, Charleston, Orlando or elsewhere. We are not associated with HK Management, MCA Records, Island Records, or Margaritaville Records. We would like to stress that Mr. Buffett's name, his song titles, lyrics, names of businesses owned by Mr. Buffett, and the term "Parrot Head" are all registered trademarks and should not be used for the pursuit of profit. Clubs are allowed to use the term "Parrot Head" on t-shirts, etc., but NOT Jimmy Buffett's name. Further, the terms Parrot Head Club, ParrotHead Club, and PHC are also trademarked and are reserved for the used of sanctioned PhiP chapters only.

Although group tickets are made available to the clubs through Jimmy's management, each club must first show some level of community service activity, over an initial ONE YEAR period, and submit a report bi-annually (through info in their respective club newsletters or by letter/email) to the Director of Membership. All clubs are required to comply with the guidelines set forth by Parrot Heads in Paradise, Inc.

Parrot Heads in Paradise, Inc. continues to grow and evolve and as you join us on this voyage, we hope this handbook will provide a bit of direction to make your sailing a little smoother.



ACKNOWLEDGEMENTS

In addition to the Club Leaders, without whose input this Handbook would not exist, I'd like to recognize and thank the Handbook Committee, whose diligence, dedication, and foresight brought this project to fruition:

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Coastal Alabama Parrot Head Club

Mr. Norma Styer
Parrot Heads of the Old Dominion

Ms. Janine Williams
Las Vegas Parrot Head Club

Ms. Charlotte Wright
Parrot Head Club of Charlotte

Ms. Pege Wright
Galveston Bay Parrot Head Club

ANGELS IN TROPIC SHIRTS

Most everyone knows about Blue Angels, Guardian Angels, Earth Angels, a Choir of Angels.....Charlie's Angels, the City of Angels, Angels in the Outfield and Johnny Angel. They have Dirty Faces and their own Cake! Hell, there are even Hell's Angels!

But I wanted Everyone to Know about the Angels I've come Across since being a member of this Organization.

They come in all Shapes & Sizes, live in everything from Quadruple digit Homes to Single room Apartments...some Even have to Live on their Boats (poor babies!), some have give Fancy soundin' job titles, some are Retired, some are Lookin' for a job!

But they All share some Things in Common:

They are the Guardians of Hope & Wonder, the Keepers of Magic & Dreams...they Paint with Sound & Sing with Color and if Perchance they Can't read Music...they Wing It!

Thank You to those Angels in Tropical Shirts...you Soar with Amazing Grace!

Pege Wright
Galveston Bay PHC
"Stand tall and phluff your pheathers"

A BRIEF HISTORY OF LOCAL PARROT HEAD CLUBS

By our founder, Scott Nickerson

In early 1989 Scott Nickerson of Atlanta, Georgia decided he had met so many great people "tailgating" before Buffett concerts that he should do something to get those people together more than once a year. His idea was to create something different than a typical social club or fan club, by forming a group that would not only enjoy a wide variety of social activities but also provide volunteer support for local (and beyond) community and environmental concerns. After all, Jimmy had set the example with Save the Manatees Club, Friends of Florida, etc., so it seemed a good bet that this concept would appear to most parrot heads.

After 3 months of brainstorming, and receiving blessings from Margaritaville Key West, Scott put an ad in a free, weekly entertainment newspaper in hopes of starting the first organized parrot head club. Scott figured it was hit or miss, but inquiries came pouring in. Within a month, a core consisting of Scott and two other parrot heads organized the first group meeting.

On April 1, 1989 approximately 15 parrot heads met at Chastain Park (the site of many previous Buffett concerts in Atlanta) for the first official parrot head club meeting, then headed to a local patio bar for margaritas. More and more people began to flock to the club's bi-weekly happy hours, and it became obvious that the Atlanta Parrot Head Club was going to be a hit. During the next year or so, the club participated in several volunteer events with: the Red Cross, Children's Wish Foundation, S.I.D.S., UNICEF, the Atlanta Community Food Bank, Chattahoochee River Clean Up, and an "underwater monopoly" event that not only raised over seventy thousand dollars for Muscular Dystrophy but also broke the Guinness Book record! The club has been involved in the same types of activities ever since.

A short blurb about the Atlanta Parrot Head Club appeared in the Coconut Telegraph, written by Marty Lehmann (editor). Parrot head subscribers from everywhere began to call in to ask how to start the same kind of club in their own towns. Marty was impressed with the way the Atlanta club was running, so he asked Scott to write this "Guidelines" handbook to help start and promote consistency between clubs. Three years later, Scott was asked to handle all club-related inquiries and be a consultant to all newly forming clubs.

By the end of 1992, clubs had emerged in Beaumont, Dallas, New York City, Orlando, Detroit, and New Orleans. The First Annual Parrot Head Convention, or "Meeting of the Minds" as it is fondly referred to, was organized by Jerry Diaz of the Beaumont club to take place in New Orleans, Louisiana, home of the newest Margaritaville Store and Café in late December '92.

Approximately 80 people attended and all had a fantastic time. After all expenses were deducted from the collected registration fees, \$200 was left over and donated to New

Orleans Artists Against Hunger & Homelessness. The clubs also "honored" Jimmy with the lifetime achievement "Silver Chalice" award, which can still be seen high over the register at the Margaritaville store.

Nearly a year later, a second convention in New Orleans was put together by Scott Nickerson and the Atlanta Club for late October '93. By this time, 19 clubs existed and more were on the way. 165 parrot heads attended this convention, which was highlighted by a parrot head party at Margaritaville Café. The party was opened by a surprise video welcome from Jimmy on the big screen over the stage, followed by Scott's Buffett Tribute band, A1A, getting the party into full swing playing everyone's favorite Buffett songs. \$400 was donated to N.O.A.A.H.H. out of the registration funds that year. During the convention, a stronger connection was made with Margaritaville by Sunshine Smith's (Jimmy's business partner) presence at our meeting. Prior to that meeting, Sunshine named Scott official liaison between the clubs and Margaritaville, Inc.

Inspired by Sunshine, the national organization, Parrot Heads In Paradise was established in early 1994, in essence, to provide further guidance and support to the ever-growing number of local clubs and to give the associated clubs national recognition.

In Nov., 1994, the 3rd Annual "Meeting of the Minds", was again held in New Orleans. By this time there were over 50 active clubs. At least 30 founders or representatives showed up to meet and discuss parrot head club achievements, and over 325 parrot heads attended this convention. Key West, the Band, provided their renditions of Buffett's music, and originals, for the parrot head party at Margaritaville.

It was evident that the conventions had roughly doubled in size each year! By the 4th Annual Convention in Nov. 1995 the number of clubs had reached 81 and a record 750 parrot heads attended the convention.

Over 50 clubs were represented at the Founders Breakfast. Sunshine Smith, Marty Lehmann, and Judith Ranger of Margaritaville, Inc. Key West, and Bob Mercer of Margaritaville Records attended the breakfast to thank the group for their ongoing community and environmental support.

This convention was organized by a committee chaired by Monte Tolar, Houston Club leader. Monte and his committee put together a "phenomenal" weekend which included the following events: an auction of various signed Buffett memorabilia and items donated by Corona Extra that brought in over \$8000 for charity. From registration proceeds after expenses, a check was given to Sister Jane Remson at Margaritaville Café for New Orleans Artists Against Hunger and Homelessness for \$2500, and a check in the same amount was sent to the Save the Manatee Club.

Additional funds totaling \$5000 were distributed to a variety of charities suggested by club leaders, which brought the total charitable contribution from the 4th Annual Parrot Head Convention to \$10,000.

This was highlighted by a professionally made 20 minute video produced by Mike Douglass (Mikey D.). This video opened with the annual greeting and words of appreciation from Jimmy Buffett and continued with clips of many of the clubs involved in their respective community service and environmental projects. Captain Tony Terracino was brought in for storytelling and autograph signing at the Tropical Isle and Margaritaville Café by Capt. Harry Fink and Sara Sunshine of the Tampa Bay Club. Key West and A1A bands were brought in to open up for Peter Mayer, Fingers Taylor, Roger Guth (all of Jimmy's band), and friends for the annual party at Margaritaville Café.

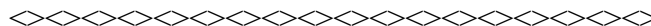
Scott Nickerson was given an Award of Excellence from the clubs as well as a harmonica belt signed by Jimmy Buffett and Fingers Taylor as a gift of thanks from Judith Ranger of Margaritaville Inc. and Fingers. As an extra treat, Fingers joined A1A onstage for their rendition of his song, "Some White People Can Dance".

By the end of 1995 Parrot Heads in Paradise had grown into an association of approximately 15,000 members worldwide. It was time to evolve. Early in 1996, Scott Nickerson formed a board of directors and Parrot Heads in Paradise filed for incorporation and non-profit status with the I.R.S. By-laws were adopted to further insure the positive direction of the association. Two more successful conventions were held in New Orleans.

Then in 1998, The Meeting of the Minds moved to Key West, FL for the 7th Annual Convention. The November event was attended by a record 2000 Parrot Heads in Paradise club members. 80% of the 126 clubs were represented and parrot heads from Canada even joined the phlock.

Over \$25,000 was raised for charity, in addition to a book collection for Wesley House and a toy collection for the Margaritaville sponsored Hurricane Relief Christmas for Keys Kids. And the BEST surprise of all was that it was the convention "Lucky 7"—Jimmy Buffett appeared at the Saturday night Parrot Head Street Festival and played for over an hour with Greg "Fingers" Taylor, Robert Greenidge and the Landsharks.

Due to renovations and increasing prices, a decision was made in 2022 to research potential new venues in Key West and also outside locations that met the survey results collected by our membership. Most importantly, our members wanted to stay in the SouthEast region of the United States, on the mainland, close to the beach, not encroach on any established event location, and #1...be affordable. After a lot of legwork and a hurricane interfering, the choice was made to move to Gulf Shores, Alabama in 2023 for the 31st Meeting of the Minds: Kickin In Second Wind. This takes us back to Jimmy Buffett's roots not far from his childhood home where it all began, the beaches he sings about, and also family where you can visit his sister's restaurant, LuLu's. It looks like the Stars Fell on Alabama after all!



WE'RE SANCTIONED—NOW WHAT?

1. CLUB BY-LAWS

A—Writing Your By-Laws

The process of setting up by-laws can be as simple or as complicated as you decide to make it. Some chapters have chosen to write out details of every aspect of their club's activities and functions—some choose a couple of pages of simple guidelines. The good news is that it's your choice!

You will see the following quote a few times in this section. It's an important take home point from the PHiP bylaws.

PHiP bylaws: (Section II, Article C.1)

CLUB CHARTER PRIVILEGES AND RESPONSIBILITIES

Parrot Heads in Paradise, Inc. shall not dictate the rules, regulations activities or elections of any club except when such club actions deviate from these Bylaws.

A good place to start is reading the PHiP bylaws, and using them as your guide. New clubs should get input on the new bylaw content from "trusted advisors" possibly establishing your first committee (Bylaw Committee). Established clubs should follow the direction of your clubs current bylaw amendment policy if you are contemplating changes. In the beginning, you may decide to keep it relatively simple. Many club bylaws are "living documents", meaning that they are constantly growing or changing. That's not uncommon and should be expected to some degree, so don't be afraid of revisions!

An example of a set of bylaws is located in the Appendix of the handbook. This is meant to be used as a guide only, not as a template. During your review, keep in mind that your club has unique situations that may need to be addressed in some way within your bylaws. There is no "right" or "only" way to write bylaws for 200+ separate clubs around the world, so make yours work for you and your club.

B. Amendments to bylaws

A good way to avoid future conflict is to clearly establish a procedure for things like bylaw amendments, elections and financial disclosure. Elections and financial issues are discussed in various sections of this handbook. Bylaw Amendments are discussed briefly below.

PHiP bylaws (Article VI, Section X)

The power to alter, amend, or repeal the Bylaws or adopt new Bylaws shall be vested in the Executive Committee, and ratified by the charters in good standing. Voting shall comply with Article II, Section E. Such actions may be taken at regular

or special meetings, or by written submission to the President. If the ratification vote is to be by mail, each club shall cast a ballot bearing the signature of the club representative, in a timely manner, not to exceed 30 days from receipt. Failure to comply will be considered abstention. A two-thirds majority of the voting charters is required to pass any amendment to these Bylaws.

As long as you don't conflict with the quote above, then you can define whatever requirements you choose to amend your bylaws. Word this section in a way that reflects the procedure you realistically expect to follow when it is necessary to make amendments. Regardless of if you expect to chat about changes over coffee or you outline a complicated process, reflect that process in your bylaws. It's easier to follow an established procedure than create it during a period of potential conflict.

C. Review of PHiP bylaws

Here's an uber-brief, chapter-by-chapter set of tips for navigating PHiP's By-Laws:
Note: With the exception of Article II every bylaw pertains specifically to the operation of PHiP, Inc. not to your individual club, unless you adopt any portion of the PHiP bylaws into your own.

I. Who and What PHiP Is

II. Club Responsibilities This is a detailed outline of all of the rights and responsibilities of individual clubs within their PHiP Charter

III. Dues (National Dues)

IV. Meetings (PHiP National Meetings, not individual club meetings)

V. Executive Committee—PhiP Officer Position Description

VI. Officers Duties—Now what are those elected officers supposed to do for PHiP?

VII. Committees—Tix, RC's (See Regional Communicators Section Below and elsewhere in this handbook)

VIII. Contracts, Checks, Deposits & Funds

IX. Miscellaneous

X. Amendments (see discussion in Article 1., above)

Article II will become quite familiar with you as you go through this process. Within this section you will find just about everything that you need to know about operating a club.

The more familiar you are with these bylaws, the easier it is to operate your club within

the charter requirements that we have agreed to with Jimmy's Management Group.

2. AREA OF OPERATIONS—WHAT DOES IT MEAN?

It seems that Parrot Head Clubs are popping up all over the world these days! Our Phlock is growing and it's getting harder to keep track of all the issues that individual clubs face on a regular basis. One of those issues is interactions with the neighboring clubs. The vast majority of neighboring clubs work together and share a good relationship, but there are exceptions to every rule. When there is more than one club in a close area trying to obtain support from local businesses and recruit membership, sometimes the "quarters can be a little close".

Every domestic chapter must designate a USPS zip code which best reflects the club's Center of Activity. This COA remains constant and may only be altered by petitioning the Board and showing good cause. This COA does not restrict club operations to that zip code...it merely serves as a center point from which to calculate a radius of 30 miles, which is known as a chapter's Area of Operations. It should be noted that our clubs change in membership numbers and areas we frequent. This can alter our COA and should be noted yearly during membership renewal. Also, if your club is recognized by being in or near a major city, your COA should reflect a pin or zip code within the boundaries of that city or closest to what would be your center of activity but within the city limits.

It really comes down to following the Golden Rule and treating others as you hope to be treated in return (or something like that). For clubs that "share territory", make sure you know where the boundaries are, for starters. Communicate events to your neighboring club leaders, and unless it is a completely unbearable situation, try to work together through issues and get along. We are ultimately a social organization, and it's important to pick the right battles. Besides, the best events are the ones where neighbors cooperate—Regional Events Rock! So communicate with your neighbors, and remember that we are all in this together and for mostly the same reasons. "Chill and have a 'Rita". If you can't work out your differences, or just for advice at any time, contact your RC, or any Executive Committee Member from PHiP and they will do their best to help you through the issue.

Read it...Know it...Live it!

3. Officers & Committee Member Duties

Club Elections

Setting up your club's election procedures should be given careful attention. These are the people who will make the decisions for your organization. Be sure to stress that serving on the board is very time consuming. It is also a very worthwhile and rewarding experience and you should highly encourage your members to run. The election should be done in a completely equitable manner. Following are some basic guidelines that will help you to have a fair election.

At least thirty days prior to the election date, you should send out nomination forms encouraging members to run for office. This should include a detailed description of each office up for election. This way, there is no misunderstanding as to what is expected of them. Encourage them to include a brief bio and summary of qualifications with their nomination form if they wish.

Many clubs appoint an election officer who receives the nominations and handles the voting and ballot counting. This should be a totally unbiased club member who is not on the current board, running for office, or closely associated with either. The election officer should verify that all nominated members wish to run and then pass them on to the board who should then determine if they are eligible. Many clubs require a person to be a member for at least 6 months. Some require that the member must have attended some club functions such as a board meeting, charity function, and/or a general meeting (phlocking). This ensures that they have some knowledge of what goes on at club functions and are willing to put their time into it.

The election can be held by mail in vote, email or at a time and place determined by the board. This should be announced well in advance and a notice along with the list of nominees, should be sent to each and every member. If the vote is mail-in, the ballots should have a designated place to both print the voter's name and sign the ballot. If it is an in-person voting, the same should apply. This should safeguard against any "funny business".

Serving as an officer is a great responsibility. Encourage your members to give some thought to how they cast their votes. These are the people who will make the decisions and control the finances of your club!

Whatever your club decides, your election procedures should be clearly stated in your bylaws. You should also address how you are going to fill a vacancy on your board, will it be by election, or a temporary appointment until an election is held? Clarify! These things could happen. Should a vacancy occur on your Board, you will want to fill the position as soon as possible.

WHAT MAKES A SUCCESSFUL PARROT HEAD CLUB?

Does the club have a Board of Directors to guide the club's overall

operations? Does the club have a set of workable By-Laws to guide chapter

operations? Does the club have standing committees? (If applicable)

Does the club have general membership meetings on a regular

basis? Does the club have Board meetings on a regular basis?

Does the club hold elections at regular intervals?

Does the club have regular "happy hours"?

Does the club have regular social activities, events, functions, etc.?

Does the club offer any family-oriented events or functions?

How many "efforts" does the club make to "give back" during the year, either in fund raising or donating time, energy, goods or services? Are they successful?

To what extent does the club participate in civic endeavors?

What level of membership participation in club functions does the club generally enjoy?

Does the club comply with PHiP rules and guidelines?

Does the club participate in PHiP functions?

Does the club have a website that is updated regularly?

Does the club publish a newsletter, either print or electronic?

Does the club put emphasis on recruiting new members AND retention of established membership? Has membership increased since the inception or has it decreased?

Leaders of the Phlock

*"Leading Parrot Heads is like herding cats!"
—Overheard while eavesdropping on a PHiP Club Leader*

A. Parrot Head Leaders-It's not an oxymoron!

Parrot Head leaders work harder than just about anybody on earth. Try not to follow certain patterns of literally doing "everything". You'll find yourself overwhelmed. Many new club founders and officers find themselves in the middle of a huge amount of work, and it can stop being fun if you don't delegate as many tasks as you can to various club members. Example: If you do a food drive, try to get someone other than the organizer (or you) to deliver the donations to the food bank. Involve as many members as you can at every opportunity! Use your energy and enthusiasm to motivate your members to recruit others into joining in on the fun. Try and fill your membership roster with people who are willing to work for respect between the club and the community. Rosters that boast large membership numbers may not always have large membership participation.

The most meaningful and challenging experiences in your life can be experience in running a Parrot Head Club. Strive to make your club a role model for others from which to learn. You'll make lasting friendships if you remember to keep things simple and let

others show what talents they have that will benefit your club. Listen to what your club members are saying. It is also their club and the ideas they present may benefit the club in ways you haven't imagined. Club leadership is addressed throughout this handbook, including a club leader's ethics chapter.

PHiP, Inc. bylaws do not require a specific format for setting up the structure of your club's Board of Directors, Officer's, or Committee Chair positions. So you have no restrictions while creating your officer job descriptions. It's up to you to make this process work for your club. It doesn't have to be painful, really!

PHiP bylaws: (Section II, Article C.1)

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That said, PHiP and many individual clubs have at least a President, Vice-President, Secretary and Treasurer. Because we are Parrot Heads, we can call these officers anything we want, so feel free to be creative with your Captains and First Mates. PHiP also has a Membership Director, Ticket Coordinator, and Director of Conventions. Many clubs elect a Members-At-Large to fill general volunteer duties, based on the needs of the club. These members are generally quite involved in most aspects of club activities.

If you choose to define specific tasks attached to any leader position, it's up to your bylaws committee to write appropriate job descriptions for all of your elected and appointed club leaders.

Remember to assign voting privileges as needed. You can give anyone voting rights that you choose to, but keep in mind that it's harder to revoke those privileges than award them. You should also have mechanisms in place to ensure that you address tie votes.

Some examples of committees formed:

Membership*

Social

Charity

Event Specific

Elections*

Newsletter*

Website*

*Discussion of these committees is interspersed throughout this handbook.

Be creative and reward interest in the club with responsibility, but keep the quote below in your mind as you develop all positions. Don't take on more than you can handle without evaluating realistic expectations of your clubs volunteer and involvement levels.

Leadership positions are important—They take a load off you, they keep folks involved and, if selected correctly, they maximize the talents to be found within your membership.

The caveat...Don't end up with too many chiefs and not enough Indians...--Bob Heffelfinger, Director of Membership PHiP

B. Some Limited Position Description Notes:

Membership Director

It is helpful to have someone within the club leadership be responsible for all members, particularly at several intervals. "Recruiting", "Sign-em Up", "Introduce 'em to the Phlock" and "Renewal" times require guidance. The Membership Director should guide at least three of the membership stages noted above. Your club might decide to attach some of the elements of this position to the Secretary or another officer. (i.e. updated membership contact list, renewal mailers, etc.)

Ticket Coordinator

Each club should define who is the club's ticket contact to the National Ticket Coordinator. Often this is the club president or another designee of the Board of Directors. This position is discussed in the Ticket Section below. (see Ticket Section below)

Event Coordinator

If you have an especially active club it may be helpful to dedicate a member as Event Coordinator, Social Director, or Grand Poobah of Parties. The Events Coordinator can ensure that the club gets together socially, as well as on a charitable level. This position might be looked at as the messenger for the PHiP motto, "Party with a Purpose!".

Remember, these positions can possibly be combined, or duties divided between other officers at the local level, depending on the needs of the club.

Regional Communicators

Your regional communicator should be your first resource for any issues that you need help with. When you receive the original charter information for your club from the Membership director, you will be notified who your Regional Communicator (RC) is, and how to reach them. PHiP has divided the work into a series of eleven distinct regions. Most of these are within the continental United States, and are assigned two RC's. Within each is a Region Specific email Group to promote communication within neighboring clubs. It is the RC's mission to help club leaders through rough spots, encourage them when things get a little crazy, and applaud their hard earned successes.

Club Committees and Example Duties

Using committees is a great way to share the workload and take some of the burden off of the Executive Board. The position of Committee Chair is a good way to prepare someone for the Board and also a way for previous Board members to be involved with

the club but with perhaps less of a time and energy commitment.

What committees you choose and their duties are up to you and they will probably evolve over time. You can require Chairs to attend BOARD meetings, prepare monthly status reports or supply status reports only when changes have occurred. Committees can consist of one person or ten or more. For multi member committees, be sure to have a Chair or Co-Chairs to keep everything coordinated.

The following is a list of example committees, their missions and a list of possible duties.

Membership Committee/Chair/Director

The Membership Committee's primary mission is to recruit and retain club members. Specific duties can include:

1. Provide application forms at all functions
2. Answer inquiries about the club from prospective members
3. Liaise between members and the BOD
4. Send welcome notes/packages to new members
5. Send birthday cards to members
6. Conduct membership drives
7. Periodically review and update the club roster's member's contact information
8. Survey lapsed members as to why they left

Charity or Community Affairs Committee/Chair/Director

The Charity Committee's primary mission is to develop and retain relations with volunteer and charitable organizations. Specific duties can include:

1. Establish relationships with volunteer and charitable agencies
2. Solicit and research prospective community opportunities
3. Present viable community activities to the BOD for consideration
4. Coordinate fundraising and volunteer activities
5. Respond to fundraising requests
6. Collect and maintain necessary data for PHiP reporting

Social Committee/Chair/Director

The Social Committee's primary mission is to plan and encourage phun. Specific duties can include:

1. Plan happy hours/phlockings/parties
2. Scout appropriate locations for above activities and coordinate with bar/restaurant owners when necessary
3. Coordinate club anniversary party and pre-concert party

Newsletter Committee/Chair/Director

No surprise here, the Newsletter Committee's primary mission is to publish the newsletter. Specific duties can include:

1. Solicit articles and photos for publication
2. Assemble newsletter for either hard copy or online publication, or both
3. Assemble and mail hard copy newsletter
4. Publish an online newsletter on a website or send to WebMaster to do so
5. Solicit and coordinate newsletter advertising

Website (or Online) Committee/Chair/Director

The Website Committee's primary mission is to develop/maintain the club's website and other online utilities. Specific duties can include:

1. Develop new website or provide maintenance for existing site
2. Keep online calendar current
3. Publish current information and photos
4. Moderate email Group
5. Post online version of newsletter
6. Keep site links current and appropriate

Event Committee/Chair/Director

The Event Committee's primary mission is to plan a specific event, whether it's a one time event or annual. Some clubs choose to have ongoing committees for specific events. For example, if you participate in a holiday parade each year, your parade committee may work on that one event every year. Specific duties can include:

1. Liaise with community organizations relevant to the event
 2. Coordinate event volunteers
 3. Solicit event funding
 4. Negotiate contracts with vendors, hotels, entertainment, etc. as needed
- (Contracts should be signed by an appropriate BOD member)

MEMBERSHIP & RECRUITING

Membership recruitment is the life of any club. Besides boosting your roster numbers, it brings new blood into the club and with new blood, comes new ideas. Encourage your newest members to recruit others from their peer groups. It's likely that they travel in the same social circles and know many like-minded people who would be potential hard working members within your club.

It's also important that you recruit members who are will to help with the "party". Not every parrot head club is able to recruit every self-proclaimed parrot head who is sporting

a Margaritaville car sticker or attends a concert annually. But, there are many people who would love to be involved in your organization. It's only a matter of being visible in your community via the media, community project participation, and even word of mouth.

Equally important is retaining current members. A high turnover in membership signals that there is a problem somewhere.....As a Club Leader; it's your responsibility to determine the problem and rectify the situation.

Since many folks are reticent about speaking up, preferring to grumble in the background, one chapter has instituted a quarterly "Volcano Night". No club officers are present during this session, but Members-At-Large entertain thoughts, ideas, suggestions, gripes, complaints, etc. and present the results to the Board anonymously. For this rather large chapter, this has proven worthwhile in being proactive in keeping the phlock content and addressing any potential problems before they become action problems.

MEMBERSHIP BUILDING IDEAS

Send out press releases on all your activities. Don't be discouraged if it takes awhile to be noticed. (NOTE: Small community newspapers are likely to give you the best coverage)

Send personal notes to members that you haven't seen in awhile. Let them know that you've missed them, and are anxious to have them back.

Have club business cards made with your meeting date, location, time and a contact number. Pass them out everywhere.

Have a procedure to follow up on new member leads.

Put a Parrot Head bumper sticker on your car.

Use a Parrot Head coffee mug at work.

Take your show on the road. Schedule your socials in a new location where it will get new visibility.

Sponsor a Parrot Head booth at community events. Follow up with people who express an interest.

Ask your guests for feedback after a meeting. Then listen to what they liked and didn't like. Make changes as appropriate.

Have a Table Topics session that is based on membership ideas. Make sure someone writes down all the ideas and then plan a follow up strategy.

Challenge another club to a membership contest. Loser buys pizza for the winning club.

Plan an executive committee meeting and brainstorm for ideas about how to reach

prospective members.

Talk to officers from other clubs about how they prospect for members.

Celebrate your charter date annually and make a big deal of it.

Be active in your community. This puts you in touch with other people who may be "Closet Parrot Heads"

If you meet in a public location, have a placard or other sign which announces your meeting location, date, and time. For example: XYZ Parrot Head Club meets here, Wednesdays at 7:00 pm

If you will be traveling, for business or pleasure, look for clubs in that area. Visit the club and see how they look for new members. Sometimes we all get in a rut and it's good to see what other clubs are doing.

If your meeting/social attendance is dropping, take a look at your social/meeting location. It may be time to move.

If you are experiencing membership problems, make sure you don't discuss them when you have a guest visiting. No one wants to join a club that has problems.

Be nice to your guests. Sometimes we focus too much on getting someone to sign an application and forget basic courtesy.

Membership is the responsibility of every Parrot Head, not just the Membership Coordinator.

Have an induction ceremony for new members. It makes them feel important and a part of the organization. It's also impressive for other guests in attendance

Even if there is a low attendance at a meeting/social, still have the meeting. Continuity matters. Don't give up hope. There are lots of success stories about 3-4 people showing up for meeting after meeting. Keep doing that, and you can turn things around.

Don't let internal strife destroy your club. Address your problem, resolve it and move on.

Make a list of the best things about your club. You now have a list of selling points to use when recruiting new members.

Have club T-shirts made. Wear them when you work out, exercise, go to the grocery store. Be prepared to answer questions.

Post club flyers at local watering holes, grocery stores, etc.

Get some fellow Parrot Heads to donate time for a television fundraising campaign like PBS, telethons, etc. Wear Parrot Head Club T-shirts or your finest concert attire. If you get a group together the station will give the organization a plug. If it's a large enough group, you may be able to arrange an on camera interview about the organization.

Plan a club membership building contest.

Show the MOTM '03 DVD at special recruiting meetings.

Design a club brochure and distribute it to prospective members.

Develop a list of potential members who have e-mail access. Forward information about Parrot Head Club events to these people. Keep people on the e-mail list as long as there is interest. Don't SPAM! Only e-mail people that you've had contact with. Remove people from your mailing list if requested.

Make sure you have lots of membership applications available at every meeting.

Have a guest book, and ask guests to sign. Make sure you get their name, address, phone, e-mail, for follow-up. Then be sure to follow-up!

Wear a JB/Parrot Head pin at work. (Available from Margaritaville) Once a quarter have "Guest Night". Each member should bring at least one guest.

Break club members into teams and have a quarterly membership contest. The team that signs up the most new members is served a free beer, provided by members of the other team(s).

Form a Guest Committee. Ensure that every guest receives a follow-up call and/or note. Be sure to invite the guest to come to another meeting.

Invite every guest to join. Many people are waiting to be asked.

Enhance membership retention by ensuring that every member is a stakeholder in the success of the club. Put as many members as possible on a committee, and make sure that they have a specific job to do. There are many benefits to this besides membership retention, including an opportunity for leadership experience.

Build morale internally within your club. Thank and praise your members for a job well done or an outstanding performance. A few kind words can keep members coming back for more.

Stay on task. Keep focused on the important success factors within the club. People join Parrot Head clubs as a social organization. Don't lose them because you lost sight of having PHUN.

Treat all guests warmly and make sure they are introduced to club officers and members

Consider wearing member name tags and have them available for guests as well. Don't make people guess at remembering names. Be sure to use your guest's name when talking with them.

Make sure that your meeting/social location is conveniently located, accessible and user friendly.

Ask for guest comments at the end of the meeting. This may give you a specific hook to use in asking the member to join. Or, it may give you information that indicates that you need to change your ways to make your club attractive to prospective members.

Order JB/Parrot Head pins....Present one to each new member at an induction ceremony.

Create a newsletter. Make sure it is sent to all members. If a member has been away for awhile, it may help to remind them all the excitement that they are missing.

Have a quarterly drawing for a Parrot Head prize. Every time a member brings a guest to a meeting, their name is put into a basket for a drawing. At the last meeting of the quarter, a name is drawn out and a prize is awarded. Have a duplicate prize to give to the guest if they became a member.

Design, maintain, use and promote a club web page. Make it visually appealing and interesting, and include a schedule of functions.

Consider a booth at a local fair, craft show, music festival, etc.

Post flyers on community bulletin boards.

List the club with the local Chamber of Commerce.

Design and enter a Parrot Head float in your local community parades.

If you have members who travel a great deal, encourage them to visit a club when they are on the road. (This information is easily accessible through the PHiP website). Ask them to share their experiences with the executive board. Maybe you can get some new ideas for your own club.

Keep your club name in the public eye. Participate as a group, in as many community activities as possible.

Have a guest evening that is totally devoted to guests. Have a speaker explain what Parrot Head Clubs are all about, how much it costs, meeting frequency and time, etc. Every member must bring a minimum of one guest.

Have a club banner made to display at every club function.

RESOLVING CONFLICTS IN YOUR CLUB

How can your club members work smoothly together, drawing strength from a variety of personalities and priorities?

When groups work together there are two separate issues involved. First is the task (the actual job being done) and second is the process (the way the group acts as a unit). Clubs who focus solely on getting the job done and neglect the group process, may find themselves able to do less and less. These are clubs marked by frustration.

Clubs who pay attention to their process can find themselves having successes they never thought possible. These are clubs known for their spirit of cooperation and a high level of fellowship and goodwill.

Most groups must struggle with formation and structure and Parrot Head Clubs are certainly no exception. Ideally, clubs should have distinct officers with specific duties and service committees that allow for smooth organization and function.

However, once the officers are elected and the committees appointed, most clubs must face a few obstacles in the road to performance. The group process is important. We accomplish more working on a common project than we could ever do as individuals. With a group we can combine talents, experience, and skills for the best possible outcome.

But with every group, comes a set of challenges. Consider these group characteristics and suggestions:

The Mouse--This is the quiet member in the corner who doesn't say much. He or she may be the most under-utilized person in your club. If you are the mouse-it is your responsibility to speak up and share your ideas. If you club has a mouse—try drawing him or her out, encouraging interaction in group discussion and performance.

The Loud-Mouth—Here's another character who shows up in most groups. Is there someone in your club whose opinions form a disproportionate share of the discussion. Consider for a moment if the loudmouth could be you. If the loudmouth is someone else, ask him or her to summarize briefly and ask others for their views.

Written Record—Consider using an easel with a flip chart or dry erase board so that decisions made during a meeting can be recorded boldly in front of everyone. This avoids conflict when the minutes of the meeting later reflect something not everyone realized was happening.

Feedback—Club presidents and committee chairs should ask for feedback frequently,

even on small issues. Everyone offering a criticism should be prepared to offer a suggestion for improvement.

Handling Failure and Deadlock—Ultimately the long term success of your club will depend upon how your members handle failure—because you will occasionally fail to accomplish your goals. Any failure should be explored by the group and the club should make an effort to learn from the mistakes.

In the case of deadlock—two opposing groups facing off on some proposed action—try to find the common ground and ways to compromise. Most importantly, decide if the issue even needs to be settled. Many club meetings have been wasted on this kind of debate, when tabling the issue might have served the group better. If the issue is not critical, try something simple, like tossing a coin, provided all parties agree to abide by the outcome.

Sign Posting—On your way to a large goal, make sure club members understand what is being done along the way—keeping the big picture in mind.

Avoid Single Solutions—For every problem, generate a number of alternatives for discussion, then pick one to implement.

Active Communication—This is the responsibility of both the speaker and the listener. The speaker must actively express his or her ideas in a clear, concise manner. This listener must actively seek to understand what has been said and ask for clarification if unsure.

Groups are like relationships—you have to work at them. With just a little attention to your club's group dynamics you can accomplish work far beyond anything you might imagine.

KEETS

The need for "keet friendly" activities seems to vary greatly from club to club. Club leaders should keep in mind that many of their members may have young families, and would enjoy participating in family events. It should also be considered whether or not to discourage keets from attending events which are intended to be for adults.

Suggestions for family friendly activities include:

1. A club bowling night; start the evening with pizza or burgers then head off to the lanes! A great thing to do any time of year, but maybe especially in the winter months, when it is cold outside and everyone is getting cabin fever.
2. A zoo trip with a picnic thrown in for good measure is always fun!

3. Fourth of July or any other family style club picnic is fun too!
4. Participation is any parade for any event. Keets like to wear their parrot head gear too! Develop a logo just for them. They'd love wearing their own brightly colored club shirts!! Make sure there are no alcohol or adult related references in the design.
5. Keets can be a great help and have a great time at various fund-raisers, such as charitable walks, car washes, bake sales, garage sales, and other such events.
6. Participation in events with or to benefit senior citizens.
7. Charity gardening; now this one could be fun! How about recruiting the kiddos to help beautify someone's world? It could be a senior citizen, a disabled person, a school or even your local park. Plant a few seeds or bulbs, then let the kids see the fruits of their efforts later when the blooms have raised their heads from the earth.
8. Encourage the older keets to help with trash clean-ups. Maybe have a special prize or award for the keet who collects the most trash, or even turn it into a treasure hunt by hiding small prizes along the way ahead of time for them to find.
9. Some clubs factor in the Keets ages as birth to 12 years. Once they hit 13 they are then called Phledglings. Phledglings are expected to do civic and charitable work, and are awarded points. Once they hit 21 they are a Parrot Head.
10. Try to host 2 keet friendly events per year. Once the events are on the calendar, allow them to contribute to the planning, set up and clean up.
12. When planning things for keets, ask them what they would like to do. You'll be surprised at their ideas. A few suggestions from club keets included car washes, bake sales to raise money to go to a theme park or host cook-outs.

These are just a few suggestions. Remember, if your members have young families, failing to have keet friendly events means that these members may be limited as to the events they are able to attend. Please remember our keets are our future Parrot Heads. If you make them feel a part of the club now, they will become a better citizen in their community later.

TICKETS

"We all want 'em! What do we do with 'em? Here we go, I'll tell ya!"

PLEASE READ: (reprinted from the PHiP Website) Although group tickets are made available to the clubs through Jimmy's management, **each club must first show some level of community service activity, over an initial ONE YEAR period**, and submit a report bi-annually (through info in their respective club newsletters or by letter/email) to the PHiP Membership Director. All clubs are required to comply with the guidelines set forth by Parrot Heads in Paradise, Inc.

TICKET DISBURSEMENT POLICY - As approved by the PHiP Board February 3, 2023

Pursuant to the request of HK Management, The Howard Rose Agency, and Margaritaville Holdings, Inc., NO club member, founder, Parrot Head Chapter or club president is authorized to contact any of these organizations regarding Jimmy Buffett concert tickets or any other matter. Any and all communication shall be through Parrot Heads in Paradise (PHiP), Inc. Any violation may result in disciplinary action, up to and including loss of Club Charter.

Chapters that do not submit their complete semi-annual reports or annual charter renewals in accordance with the PHiP By-Laws may not be considered for PHiP club ticket distribution for the calendar year.

Chapters who are not in good standing with Parrot Heads In Paradise Inc. will not be considered eligible for tickets. All Chapters must abide by the PHiP By-Laws.

Chapters may not advertise tickets in any manner, nor may they be used as an inducement for Club membership. For instance, "Join our Club, and you are eligible for club tickets."

No sale or purchase of Parrot Heads In Paradise Inc. club tickets is allowed to/for any person who is not a member in good standing of a duly sanctioned PHiP chapter. Violation of this policy may result in sanctions of the offending Chapter and possible loss of Club Charter.

Eligibility and Distribution:

The Virtual Parrot Head Club is entitled to four (4) tickets per show.

If more club ticket requests are received than have been allotted to PHiP, they shall be distributed in the following order.

1. Tickets for established club members in the host venue location will take priority. The local coordinator's club will have an automatic designation as "the closest" (this is usually true anyway - but there may be exceptions).
2. The Virtual PHC shall be allotted 4 tickets.
3. In order of increasing distance from the venue - any club within 50 miles of the host venue shall have the next preference. Tickets shall be dispersed according to percentage of membership in the club, number of clubs requesting tickets, and number of available tickets. Tickets should be dispersed evenly in pairs if possible.
4. Remaining tickets shall be distributed evenly to all other club requests and in pairs if possible. If additional tickets are available they may be distributed evenly and fairly to the requesting clubs on a first come first served basis.
5. Exceptions to these rules may need to be made in the event of an unusual circumstance or special event.

All members in good standing of sanctioned Parrot Heads in Paradise Inc. Chapters or their minor children or wards, pursuant to local Chapter By-Law policy for membership, are eligible to receive Club Tickets for Jimmy Buffett concerts.

If an individual member or a group of individuals from a Chapter are interested in buying tickets for a show outside of their local area, they must contact their local Chapter president who will contact the designated Local Ticket Coordinator for that show. Ticket requests direct from individual members will not be accepted by Local Ticket Coordinators. It should be noted that all requests of tickets for individuals/Chapters from outside their local area will only be available should there be remaining tickets after the eligible clubs have turned in their numbers.

- The club president must submit ticket requests with the following information: the names of the club members who have requested tickets and their status as either an established or new member. Each club should have in place their own internal allocation system in the event that they do not receive the number of tickets requested.
- Established members are those who joined their local PHC on or before December 31 of the previous year and members that changed their club affiliation due to either relocation or the closure of their previous club.
- Individuals who change club affiliation for any reason other than relocation or the closure of their previous club will be considered new members for the purpose of ticket allocation.
- If the club president is unavailable or out of town during club ticket sales, they may designate another member of their local PHC board to compile the required information and communicate with the local coordinator on their behalf. That designation shall be made by the club president to the local coordinator. If a local president is, for reasons beyond their control, unable to make this designation personally, an alternate board member may be designated at the request of two or more members of the local PHC board.

COST OF TICKETS/PAYMENTS/TIMELINE:

The Administrator will provide the available quantity (up to 300) and cost of tickets, as soon as that information becomes available.

1. Payment for the tickets should be mailed to the local coordinator in the form of either a Cashier's Check or USPS Money Order made payable to the venue.
2. A separate check shall be made payable to the local coordinator's PHC for postage. A recommended minimum charge of \$10 with increases in multiples of \$5 if necessary.
3. Any postage funds left over after all tickets have been mailed out and received by the clubs should be donated to the charity of the local coordinator's choice.

The Coordinator is responsible for collecting money from all participating Chapters and must provide the venue with a cashier's check(s) in the full amount of the requested tickets immediately after they have been contacted for pick-up. Payment for tickets from clubs to the venue may not be processed through an individual person's bank account but payment for mailing fees may be.

Once a Chapter or a member confirms their request for tickets and the final ticket numbers are turned in, changes cannot be made. A commitment for a certain number of tickets must be honored and monies for that amount must be sent to the Ticket Coordinator. Any Chapter who fails to honor their commitment on the total number of tickets requested by that Chapter or its members after the ticket numbers have been turned in, will lose ticket privileges for the following calendar year and may be assessed additional fees during the annual renewal process.

The exact location of tickets for each venue will be known at the time said tickets are received from each venue. Generally, seats are in the same areas from year to year.

It is suggested that when distributing the tickets, mark down the section and seat numbers for each ticket for your Chapter. In the event a ticket is lost, the Ticket Coordinator will be able to have the ticket replaced if this information is provided.

Once the Administrator is advised of an upcoming show, they will send an email to the Club Leaders List advising all Club Leaders of the location of show, the date, the cost of the tickets and who the Coordinator will be for that venue. The email address for the contact will also be included.

Should there be any change(s) to the cost of tickets; an email will be sent to all affected Club Leaders with notification of said change.

As soon as it appears a majority of tickets are not going to be used out of the ticket allotment, the Coordinator will advise the Administrator so said excess can be released to the venue for public sale.

The PHiP Director of Ticket Administration shall mediate all ticket disputes and determinations made are final.

TICKET COORDINATORS:

1. One Ticket Coordinator will be appointed by the Director of Ticket Administration for each concert tour show annually .
2. The Coordinator must be willing and able to be available for phone calls and emails from club members and other clubs in regard to tickets for the specific venue.
3. The Ticket Administrator will work with the Coordinator to develop a list of clubs eligible for a particular show, based on location, eligibility and distance.
4. The Coordinator will submit a list of all clubs in the vicinity that are within a reasonable distance to the venue for tickets to that show. The Administrator will verify with the Director of Membership that club lists and renewals have been received including the number of total club members.
5. All ticket requests to the Coordinator must be in writing, either in the form of an email or regular mail if email is not available. In turn, total ticket requests for each show must be made in writing to the Administrator.
6. Should requests for tickets be made to the Administrator, bypassing the Coordinator, these requests will be immediately forwarded to the Coordinator for inclusion with the total ticket count for tickets.
7. The Coordinator must supply both a work and home phone number to the Administrator. This information will be provided to the Howard Rose Agency who will in turn give the information to the venue representatives for notification of the availability of the tickets for pick-up.
8. No sales of Parrot Heads In Paradise Inc. tickets are allowed to non-members of clubs.
9. Clubs who are not in good standing with Parrot Heads In Paradise Inc. will not be considered eligible for tickets. All clubs must follow the annual deadlines set up by the Parrot Heads in Paradise Inc. By-Laws for membership with the national Parrot Heads in Paradise organization.
10. No more than two tickets maximum will be made available per each paid member. Household memberships are eligible for two tickets and single memberships are eligible for two tickets, provided a member of a Parrot Head Club uses the second ticket. In the event that there are 4 active members in a household, provisions will be made by the local Club President for additional disbursement of tickets to these members.
11. Once the number of tickets required for each show is turned into the Administrator, there cannot be any changes. The Howard Rose Agency does not allow us to return any tickets, nor will they add to the tickets once the final number of tickets has been requested for each show of the tour.
12. The Virtual Parrot Head Club is entitled to no more than four (4) tickets per show. The Ticket Coordinator for the VPHC will contact the local coordinator to inform them of the number of tickets that will be used.

PARROT HEADS IN PARADISE INC. TICKET RULES:

1. You may not advertise tickets in any way. For instance, "Join our Club, and you are eligible for tickets."
2. If an individual member is interested in buying tickets for another show, they must contact their own club president who will contact the Coordinator. Ticket requests from individual members will not be accepted, only through the club presidents. The local club president must approve all ticket requests, based on eligibility.
3. All eligible members of a sanctioned Parrot Heads In Paradise Inc. club are entitled to attend one show in a concert tour year. This show must be the closest in distance to their city or locality. In the event that a Coordinator does not require all 300 tickets for one particular show, the Coordinator and the Administrator will consider other requests. No requests will be considered once the tickets have been ordered, only prior to the specific deadlines for ordering tickets.
4. A specific deadline for providing the number of tickets required for a show is provided to the Administrator by a representative from the Howard Rose Agency - there are no exceptions to this deadline. If this deadline is missed, the tickets are forfeited. This is not our rule, it is determined by the Howard Rose Agency.
5. Should any problems, questions or ticket issues arise, contact the Ticket Administrator immediately to rectify the situation.
6. It is strongly recommended that each club have a method for determining which club members are eligible for tickets. One method that is widely used is the point system. The local Board of Directors determines how many points each member will receive in a specific list of categories. This information must be made available and publicized to all members of the club. Prior to a new concert tour, the secretary would add up the points for each person and that would determine who would be eligible for tickets. This system is extremely valuable when there are a great number of clubs eligible for one venue and only 300 tickets available. Some examples of point system categories would be:
 - Committee involvement
 - Board of Directors involvement
 - Write a newsletter article
 - Bring in a new member
 - Participate in a charity event
 - Make a donation of either cash or an item for raffle or charity.

Effective May 1, 2005

INTRA-CLUB TICKET DISTRIBUTION

You love your club members and want to please them all, but that is impossible! Just use courtesy and common sense when assigning seats. These guidelines should help! 1. Each club should have a "Parrot Point" system in place, which is addressed in another section

of this handbook.

2. Reward Officers and those in your Phlock who have earned the most Parrot Points with the best seats, and often on the aisle, but at least on the first few rows of your section.
3. So you're an officer and/or founder, but there are members of your club who have earned more Parrot Points than you? Do the right thing; give them better seats than you take for yourselves.
4. Consider not only points earned by each member, but friendships among members. Some members with a lot of Parrot Points may accept a lesser seat if they can sit next to friends.

HOSPITALITY

If by chance, the concert is being held in your city, you're considered the "host" club and, as such, you may want to think about offering visiting clubs some hospitality. In order to make sure that the concert experience in your city is safe and fun for your guests, considering adding these responsibilities:

1. Provide lodging. Contact hotels in the vicinity of your venue to ask for discounted rates for visiting Parrot Heads. Choose one hotel to be the official Host Hotel; others may be designated as overflow.
2. Provide roundtrip transportation between your Host Hotel/Pre-Concert Party, and the concert venue. Sell bus tickets well in advance so that you can gauge the number of riders and provide the needed number of buses. You must pay for these buses in advance, regardless of the number of bus seats pre-sold, so make your best estimate as to the supply and demand.
3. Throw a party! What do Parrot Heads need? Drinks, food, and music are the bare necessities. If the weather cooperates, consider offering a pool. Ideally, your local beverage distributor or bar/nightclub/hotel will help you with this task.
4. Consider tailgating! Contact your venue to get information regarding the parking lot, such as opening times, advance parking passes, reserved areas for your club activities, and policies concerning food cooking, and alcoholic beverage consumption. The risk of planning a tailgating party is, of course, the weather.
5. Advertise your Pre-Concert plans to your eligible clubs, and also on the PHiP Club Leaders List.

FINANCES

Setting up your club bank account

One of the first things you should do is open a club checking account. Do not make the mistake of co-mingling funds in your personal account!

Most banks will require an IRS Employer Identification Number (EIN) to open an account in your club's name and they will usually have the required form on hand. You can also get an EIN through the mail or by telephone. You will fill out an SS-4 form, Application for Employer Identification Number. Go to the IRS website at <http://www.irs.gov> for information about the SS-4 and how and where to file. You can file this application on the web by clicking SS-4 application with the IRS.

You will need a checking account for regular, daily use. It is excellent for frequent deposits and withdrawals. In most cases, it earns you no interest. Checking accounts are usually free to open, but many banks will charge you a monthly fee if the average monthly balance of the account will drop below a certain amount. In other words you have to keep in the bank at all times a certain minimum amount of money (varies from bank to bank, but it is usually a few hundred dollars) if you want the monthly fee waived. These monthly fees are usually around \$10 a month. However, some banks offer free checking accounts with no imposed limits. The best way is to shop around, visit a few banks and ask them.

Questions To Ask While Shopping For The Right Bank Account

What type of checking accounts do they have?

What is the minimum to open the account?

Do they have a monthly maintenance fee?

Do you have to have a minimum daily balance?

Do they charge any fee to deposit at the tellers?

Do they have a limit on how many checks you can write?

Do they offer you free checks?

Do they offer a checking account set up that requires two signatures?

Financial Audits:

Periodic reviews of the club's financial record are highly recommended. They could be triggered by a turnover in the BOD or done on an annual or semi-annual basis. To ensure integrity as much as possible, an audit should be required in the By-laws so that all future BODs will have to have them performed.

The ideal situation would be to have a CPA or Accounting Professional within your ranks who is willing to audit the books at no charge. However, you can pay for an independent auditor if you can afford the expense. Regardless, the person(s) who perform the audit should have no relation to anyone on the Board of Directors (and obviously shouldn't be on the BOD) and should present a formal report to the BOD with their findings. If you use a club member, try not to use the same person twice in a row. Audit results should

also be presented to the club members to alleviate any concerns they may have about the club's financial status.

As you grow as a chapter, you'll begin to run more and more dollars thru your account every year, particularly if you choose to host fundraisers, phlockings, auctions, etc. At some future point, you may want to open and maintain a separate account for fundraising activities only, keeping these funds apart from the club's general operating account.

We're a social organization and we're all about the fun. However, as your club grows it becomes like a business. As a Club Leader, you have a fiduciary responsibility to treat it as such.

501(c)3 STATUS

What is it? This is merely a taxpayer classification of the Internal Revenue Service granted to some, but not all, non-profit/not-for-profit corporations deemed to be "Charitable Organizations" under the IRS Code.

Do we need it? No. Though some chapters have sought and attained 501(c)3 status, the vast majority have not. The primary benefit for a PHC, other than some tax advantages, is that people who donate to your chapter fundraising activities, by they sponsors or patrons, are entitled to a tax deduction in the amount of their donation.

There are 8 types of tax-exempt 501(c)3 organizations: charitable, religious, educational, scientific, literary organizations, those that test for public safety, support national and international sports competitions, and those that work to prevent cruelty to children or animals.

Many community and economic development organizations have chosen to classify themselves as educational organizations. However, be aware that 501(c)3 public charities are supposed to receive at least one-third of their support from the general public. Some organizations find themselves relying heavily on donations from founders or board members, or going back year after year to the same foundations or corporations for income, which may not count as "public" support.

Be mindful that there are certain restrictions placed on 501(c)3 corporations. For instance, unrelated business income is considered taxable if said income exceeds \$1000 in a calendar year. Some PHiP chapters keep their members informed with a regular newsletter or via the website, and help defray the costs by accepting paid advertising. Unfortunately, the IRS considers this advertising income to be unrelated to exempt purposes, and **therefore taxable**. Up to \$1000 in unrelated income can be earned without having to pay tax, but an organization that receives at least \$1000 in advertising or other unrelated receipts must file Form 990-T, and pay any tax due.

How much will it cost to get our tax-exempt status? The IRS has charged a non

refundable processing free for exemption applications since 1987. There is currently a two-tier fee schedule. Organizations whose gross receipts have averaged, or will average not more than \$10,000 per year will pay \$150. Larger organizations pay \$500. A new IRS Revenue Procedure announcing the fees comes out each January; if you are submitting your application late in the year, there may be some benefit to getting it in before January 1st.

Other costs you may incur when setting up a new non-profit organization include incorporation, charitable solicitation and other state or local registration fees (for your articles of incorporation, bylaws and exemption application professionally prepared).

How long will it take to get our tax-exempt status? The IRS is currently saying that it takes an average of 120 days to process an application. Roughly a quarter to a third of the applications they receive do not require further work, and are processed in six to ten weeks.

Generally speaking, the better option is to get several years of operation under your belt before entertaining the thought of seeking tax exempt status.

INSURANCE

Below is some of the information that was discussed at a Treasurer's breakout session during MOTM. PHiP is not an insurance expert, nor does it represent itself as such. The information that we are passing on is based on my dealings with the PHiP insurance carrier over the years.

PHiP does NOT cover any individual club or regional event. That is why we can not "sanction" any of the local or regional flockings.

The first thing that most clubs should consider as insurance is to get incorporated. This greatly reduces the liability of the officers (although not totally). In most states it is a relatively easy and inexpensive process. Depending on the state(s), you will need bylaws and possibly articles of incorporation. This will also be a requirement for getting Director and Officer (D&O) insurance and liability insurance as well.

Purchasing any type of insurance will be based on several factors. In our case, the first is the size of the club. It would be virtually impossible for the average club to afford D&O and liability insurance. Under normal circumstances, a club would have to have at least 100 members to begin to be able to afford insurance. The next factor is the "risk". That is evaluated by the insurance carrier looking at the bylaws to see what the club is authorized to do. (Here is where having well written bylaws can save you money!) The last major factor is the type of activities that the club holds. If you sell alcohol your risk and cost will shoot way up. Finding someone who will underwrite insurance for you will not be easy. Look for professional and cost conscientious.

D&O insurance is to protect the officers of the organization from lawsuits in the normal course of conduction affairs of the organization. It will not protect them from any type of malfeasance. Things they would not be protected from are not following the club's bylaws, criminal activities (fraud, theft), etc. This insurance is not cheap.

Liability insurance is normally purchased for a specific event and a specific time frame. MOTM has event insurance that covers three days of the convention. That premium is without the "risk" of selling alcohol. PHiP does not sell alcohol. We leave it up to the experts which reduces our liability but also reduces our profit potential. (If you are going to sell alcohol, make sure you have complied with any liquor permit requirements.)

SPONSORSHIP

How to get a sponsor and maintain that relationship

You will see it all the time "Sponsored by". How'd they do that? Do you have to be an IRS 501(c)3 exempt status? Well, that helps, but is not necessary.

Club Sponsor: If you hold your event, happy hour, meetings at the same spot time after time, month after month, or at least in the same geographic area, chances are you can develop a relationship with the local alcohol and non-alcohol distributors, or distributors or other goods, i.e. merchandisers, printing companies, party supply shops, website design firms, etc. Let your imagination run free and remember—Corona is not the only beer in America.

1. How to find a representative for a distributor

Simple—Get out the phone book. Start making a few phone calls. Don't limit yourself. Your first contact is going to be the receptionist, be nice to him/her. They can lose your message real fast and flattery will get you everywhere with this person. Once of the best lines I've used is "I wonder if you can help me?" People love to help people in need and not those who make demands.

2. If you actually speak to the representative:

Who—There are a lot of people who are not familiar with the term "Parrothead". I'm John Brown and the president of a local not-for-profit charity group. Have you got a few minutes?

What—We are trying to establish a relationship with our local distributors that will be mutually beneficial to both of us. Remember, these people are in the business to make money, to get you're gonna have to give. This representative is going to want to know "what's in it for my business?" So, what is in it for his business? An ad in every newsletter your club puts out, a spot on the website, banners/posters put up at all of your meetings, happy hours, events with the company's logo on it.

Where—Tell the representative where you meet, what your future events are and make it sound like they need you and not vice-versa.

When—Right now. Tell him what you need. Donations of tickets to raffle, some fancy mirrors, banners with your club log as well as the company's, stickers, t-shirts—you won't know what they are will to give unless you ask.

Why-Because your club is all volunteers who party with a purpose and leave the world better than we found it. The only people making money are the charities that you support. What's in it for the company is advertising and goodwill. What's in it for your club is hopefully the beginning of a great sponsor relationship.

3. So you either made it past the receptionist and actually got to speak to the representative or you left a message for the representative. What's needed now is a follow-up letter.

If you only spoke to the receptionist, make sure to get the name of the representative. Then do this type of letter: Dear So&So: I had called (date) to speak with you and unfortunately you were not available. Then detail in the letter the "who, what, where, when and why" outlined above. Tell him that you plan on calling (date), thank him/her for taking the time, and look forward to speaking with them. Then--this is important--don't forget to make that phone call.

When you actually speak to the representative, send a letter thanking him/her for their time and briefly outline your conversation.

4. Okay, you have a sponsor. What now? Make sure you follow through on all of your promises that you made to that sponsor, i.e. newsletter advertising and website promotion as well as banners/posters displayed at all of your meetings and events. When your sponsor gives you donations of cash or in kind merchandise to raffle or give away, be sure to follow it up with a written letter. Over time you may want to also invite that representative to your happy hours and events. Be sure that he/she gets recognition at the event, such as having the band or club member do a formal announcement, have the representative stand up and publicly thank them.

OBTAINING SPONSORS FOR AN EVENT

Similar to obtaining sponsors for your chapter, you need to let your fingers do the walking through the phone book as well as the internet since an event is much more widespread than your local meetings and happy hours so scouring for internet sponsors is a necessity and again do not limit yourself to those that are only "tropically oriented".

Again, the prospective sponsor is going to want to know "What's in it for us?" Do an opening letter. We are sponsoring the Fifth Annual. Attached you will find our sponsor levels. Because (put in because) we see you ideally as a Level I (or II, etc) sponsor. Then detail how your event and the sponsor can mutually benefit from their donation to your event. Enclose the mission statement for your chapter, other participating chapters as well as the PHiP mission statement. Often it is helpful to include information about the charity that will benefit from the event. Make it pretty—put it in a folder with business cards if you have them.

If you get no response within 14 days, do a follow-up letter and/or e-mail. Be persistent, but consistently nice and polite. Again as with a chapter sponsor, always follow through on your end of the deal, banner display, posters, advertising in your newsletter, or your website. Do this and you may see a Level IV sponsor progressively upping the ante through the years as your event progresses.

An example of Levels could be:

NOTE: Only high and low examples are given. Use your own judgment to set the contribution amounts to best suit *your* needs.

Level I—Title Event Sponsor

Contribution: \$4000.00

Covers: Entertainment for the weekend

Benefits:

- Space at the entrance to the event to display a banner
- Space at the staging area to display a banner
- Full page ad in the event brochure
- Mention of company name with logo on all pre-event publications, such as advertising, flyers, registration packets, etc.
- Sponsor ad in newsletter (specify how large)
 - Internet exposure via the website, as well as all websites of the participating clubs, exposure via postings at numerous websites (the Parrot Head Web Ring is the largest on the internet), postings on numerous e groups, as well as mass e-mailings
- Other advertising i.e. inserting company advertising items in the goodie bags that are handed out at registration, or other items to be agreed on. • Company will be announced as the event sponsor repeatedly throughout the event.
- Category exclusivity

All the way down to decreasing the rewards in equal increments:

Level VI—Patron

Contribution: \$50.00*

Covers: General expenses for the event

Benefits:

- Listing in the event brochure under heading "Patron" business card size ad •
- Other advertising i.e. inserting company advertising items in the goodie bags that are handed out at registration, or other items to be agreed upon •
- Company will be announced as an event sponsor during the event

*Contributions at these levels may be made half in cash and half in-kind (product donation)

CLUB MERCHANDISE

Take care to look for sharks!

The terms Parrot Head(s), Parrothead(s), and Parrot Head Club are all trademarked by Jimmy Buffett and should not be used in commerce. We are permitted to use these terms in our logos and on club merchandise as long as this merchandise is not made available to anyone other than a Parrot Head Club member.

Later in this handbook, you'll find the PHiP 7 Deadly Sins. The importance of Sin #1 cannot be stressed strongly enough!

1. Merchandising: "What's in a name"? Plenty!! And Jimmy's proud of his. Thou shall not use Jimmy's Name, Margaritaville or any of Jimmy's trademarks for sale of merchandise to the general public.

Still, we are all proud of our club logos, want to stand proud, phluff our feathers and show where we hale from a various events! A way to deal with this restriction is to build an e-commerce store and password protect it so that only your club members have access to it. If it is not out there for sale to the general public, it is not likely to put the sharks on the scent.

Yes, PHiP does check club websites for these issues because in the long run, it affects all of the clubs. No one wants to stop your club from having a club t-shirt, or other items, and the trademark police probably will not be in attendance at any club function. Simply put, do not advertise your items to the general public, ensure that the general public does not have access to them, and always bear in mind that Bubba's bidness is still a bidness. He is solely entitled to profit from the efforts he's made throughout his career. We are just the happy campers who happen to appreciate the hard work and dedication that he continues to give to use year after many year.

If you want to walk the plank, commit this sin, but realize you may risk losing your club charter, face potential legal action from the very source of your club's reason for being, and possibly risk the ability of every single other parrothead club to create their own club merchandise. Not a good thing. This would be the BIG Bozo no-no.

Still have questions? The PHiP Board will be more than happy to clarify this issue for you.

COMMUNICATIONS

The key to any club's success is communication. People won't attend events if they don't know about them (pretty obvious statement) and they also won't feel involved or attached without hearing from their club on a frequent basis. This section of the guidebook details outgoing communication with your members and prospective members and also provides sources of outside information for your use.

Listening

One would hope that every club leader listens, and learns, from their membership but unfortunately, it isn't always the case or it isn't always consistent behavior. One of the quickest ways to get someone out of your club is to stop listening or responding to them. Ignoring the membership is also a recipe for dissension, clique formation and outright rebellion.

So, what's a leader to do? Solicit member opinions, do not dismiss complaints without considering if there's a grand of validity to them, respond promptly to emails and phone calls and try to talk (and not just say "Hi", nice to see you") to as many people as possible at events. Members should feel comfortable voicing their opinions, even if they disagree with the leadership's view.

If you feel this is a big issue for your club you can do a few things. One, is to do an anonymous survey to all club members. The questions asked can range from "Do you like our Happy Hour locations?" to "Do you feel respected by your leaders?" Another alternative is to stage an airing out session where members can opine to either the BOD or someone independent of the BOD in an anonymous venue. Finally, you can conduct a simple survey of members who don't renew—just send them a stamped postcard that says "We're sorry to see you go, can you tell us why?" It may as simple as they moved out of the area or it could be something worrisome like "Every event I went to, the President and VP sat in a corner and ignored the members." Regardless of how the thoughts are collected, the BOD should respond to them in a constructive and timely fashion. Worse than not being heard is being heard and then ignored.

E-mail

How did we do it without email? In the wired age, this is the easiest and more efficient way to communicate with your club members and other club leaders. Sometimes, it's too easy and you can end up with members feeling spammed by too many messages. You'll need to find the right balance for your group but a good rule of thumb is to send a short club wide email once a week. Most people don't read past the first paragraph or so. It can be a reminder about the next charity event or happy hour, a message to check the club website for new content or whatever's relevant. Many people are uncomfortable with their email address being exposed so a good idea is to blind copy all of the members on your message.

Email is a great medium for sending the word out fast in case of sudden changes. It's also

an easy way to send reminders to individual members about their dues renewals. Another nice thing to do is send ecards for members' birthdays. It costs nothing and makes them feel acknowledged.

Phone

Some folks are not internet enabled so it's a little more of a challenge to get in touch with them, especially when time is of the essence--one way is to get up a phone tree. For example, one person calls five designated people then those five people call five people, etc., until everyone is contacted.

Email Groups

Many clubs have created an Email Group for member messaging such as Groups.io or Googlegroups. It's a quick way to send out a message to the masses. Your members can have the messages forwarded automatically to their own email addresses, either individually or in digest form. You may choose to keep the group as a closed list where the moderator controls who joins or leaves it open to anyone, regardless of club membership status. The latter allows prospective members to sign up and get a good view of what's happening. There are some options for signing people up; extend them an email invitation or just add them to the group. You may want to do the latter for new members.

This is a great forum for the members to chit chat, announce life events, talk up a charity opportunity or local band or just ask general questions. It's a good idea to assign someone moderator duties so they can delete inappropriate messages if they appear.

Information Packets

New members don't always know what to expect and getting them up to speed quickly helps to get them more involved. A good way to do this is to give, email or snail mail them an information packet when they join. Information to include: BOD member names, pictures and contact information, committee chairs' contact information, club website, online calendar and Yahoo group urls, names and directions to common phlocking locations, list of club charities and annual events and the latest newsletter. If you choose to snail mail, you can also include coupons from the Parrot Head friendly establishments, club badge and lanyard, promotional items like custom magnets, pens or koozies with club information on them. These packets can also be used as promotional tools for medical personnel and people you are asking to support your charitable efforts.

Tradewind Times

The Tradewind Times is PHiP's newsletter. Under the direction of the PHiP Secretary, this quarterly publication is available for download on PHiP's website and a hard copy is mailed to each club. Standing items are columns by each PHiP Board Member and financial summaries for PHiP and MOTM. Other items that can be found are articles promoting future events, registration for MOTM, and a calendar of major club events. See the most recent issue for details on submitting items for publication.

Club Leader's List

The Club Leader's List is a closed email group for the PHiP BOD, Club Officers, and Regional Communicators. You can have the messages forwarded automatically to your own e-mail address, either individually or in digest form. It's a great forum to post questions and have group discussions on subjects ranging from bands, keets at events, fund raising activities, advice on how to handle difficult situations and where to buy club merchandise. Chances are, if you have a question, someone else has the same one. And, there's probably someone out there with an answer.

This list is the place to toot your horn by announcing fund raising results, charity hours and the like. Not only will you inspire the other club leaders, you give them ideas for their clubs. Also, it can be used for publicity if you're hosting a major event or pre concert party. Finally, PHiP BOD Members use the list to announce new clubs, publish concert dates and ticket availability, provide MOTM updates and other official notes.

There are some rules about using this list. No attachments are allowed to keep us all virus free. When replying to a specific message, it's nice to cut off any extraneous material to keep the messages short. If you receive your messages in digest form and want to reply, change the subject line so people will know the topic. Each message should be signed off with your name, club name and position. Finally, if someone asks you to respond back channel (b/c), that means to their email address ONLY. Do not just hit reply as you will send your message back out to the whole list.

What this list is not for: political propaganda, personal attacks on anyone, perpetuating urban myths, gossip (unless it's Jimmy sightings!), personal chit chat or religious content.

Regional Communicators

All sanctioned clubs are included in a specific region. There are two appointed volunteer Regional Communicators (RC) for most regions whose roles are to spread the word. The word can be messages from PHiP that need extra emphasis, reminders of deadlines, notifications of events within the region, advice on club questions or issues, etc. Many regions have an email group and online calendar to post local events. Use your RC whenever you need to—if they can't help you they will try to find someone who can. In return, your RC would ask of you that you participate in group discussions, pass on relevant information to your members and respond to RC communications when asked.

WEBSITE TIPS

A club website is a super communication tool. Prospective members can find you, current members can access it for event details, newsletters, view photos, etc. To get a feel for designing your site, browse through the clubs' sites found at <http://www.phip.com> under Local Chapters. A successful website depends on several things which are detailed below.

1. Fresh and Accurate

This is the most important factor. If you don't keep the data current and correct, people will stop coming to the site.

2. Hosting

There are several options on where to have your site hosted. There are fee based companies that will host your site, provide email addresses and forwarding and keep your domain name registered. There are also companies that provide free hosting, but along with that usually comes banner advertising, small file storage sizes and small bandwidth. Another option is to have someone in the club host the site on their personal or business server.

Each option has its benefits and drawbacks. Paid hosting is usually stable and includes technical support but may be too costly for smaller clubs. Free hosting is obviously at no cost but often without support and popup and banner ads turn off a lot of visitors. Having someone host the site is great from a cost perspective but could be an issue if that person leaves the club, or if their server goes down they may have less impetus to get it back up than a paid provider.

3. Webmaster

This is not an easy job. You need someone who has the time, resources, and flexibility to update the site on short notice if you want to keep it current. That someone doesn't necessarily need to be a web guru but does need some familiarity with web development. You can possibly trade off some web knowledge with a paid site as they may provide templates to update pages.

A great luxury is having a backup or co-webmaster. Assuming the two coordinate well on who's working on what, it can decrease the workload and provides someone else to work on the site in the absence of the other or when one person is too busy to do so. Another option is to pay the webmaster which in theory should give you a more professional level of service than from a volunteer who has other things on their plate besides the site.

4. Design

There are as many ways to design a site as there are webmasters and a lot of it is a matter of personal preference but as a general rule, simpler is often better. Some important things to remember are to make sure the flow is logical, avoid busy backgrounds, fuzzy graphics and broken links and outdated information.

5. Content

This is another area where the possibilities are endless. However, keep in mind that you want it to look fresh so fewer pages with up to date content are better than a lot of pages of old stuff that never changes. Things you could include: Club officers' names, pictures and contact information, club bylaws, current and historical copies of the newsletters, event photos, online mini-mart (that follows the trademark guidelines), registration forms for club events, links to PHiP, the club's Yahoo Group, musicians and band websites, your sponsors' sites, members' business sites. A calendar of your club's upcoming events, as well as neighboring clubs' upcoming events will be useful to your membership as well. It's useful to have a policy on links. For example, only providing links to the businesses of current members (no personal sites) and requiring reciprocal linkage.

It might also be useful to password protect certain features of your website, so that only members have access to them. For example, if you wish to make your members' contact information available to other members, but not to the general public, requiring a password will ensure that private information is not available to the world at large, but will make that information available to your members.

6. Back End

If you are fortunate enough to have someone with true web development skills design your site, it can be set up where certain administrative tasks are handled through the "back end". This portion of the website should not be available to the general membership, but can be useful if it is available to some or all of your board of directors. Tools can be created that will allow the membership director to manage renewals and even provide automatic reminders to the membership when renewal deadlines roll around. Another idea is to set up the membership application on your website in a way to capture information from those who complete an application. If they never actually send in the application, you will have their contact information and can make the effort to assure them that they would be welcome additions to your club.

It can also be useful to maintain a database of archived, or former members so that from time to time, you can contact them to invite them back to the club.

Whatever site you put up, always keep in mind that it may be the first and only contact someone has with your group. Make sure it represents you well.

DISCLAIMERS:

Here is a great example to place on your website for disclaimers (thanks again to the Chesapeake PHC).

The disclaimer in bold is required by PHiP to be displayed on websites and printed on membership applications:

****Disclaimer****

XYZ PHC is a sanctioned chapter of Parrot Heads in Paradise, Inc. (PHIP), which has numerous chapters worldwide. Additional information on PHIP clubs may be found through the Parrot Heads in Paradise, Inc. web line. Although the XYZ Parrot Head Club (XYZ PHC) is recognized by Jimmy Buffett and his business interests, it is not directly associated with MCA Records, Island Records, Margaritaville Records, Mailboat Records or HK Management.

The terms Jimmy Buffett, Margaritaville, Parrot Head(s), Parrothead(s), Parrot Head Club, Parrothead Club, and PHC are registered trademarks of Margaritaville, Inc., as well as all of Mr. Buffett's song titles and lyrics. As such as they should never be used for the pursuit of profit.

Club membership dues are not deductible as a charitable contribution for federal income tax purposes.

NEWSLETTER TIPS AND TRICKS

The newsletter is a great way to get a lot of information out in a portable format that people can retain for reference. Whether you choose to do a newsletter is up to your club leaders but even a short one pager can provide a sense of connection with your group. There are several key issues to a newsletter that are detailed below.

1. Editor

The key to all newsletter success is the Editor. Some clubs designate the Secretary as the de facto Editor, others utilize another BOD member or club member volunteer. Regardless, it must be someone who has the time and resources to be effective and a demonstrated commitment to deadlines.

Don't underestimate the time issue. If you want people to read your newsletter, it needs to be logically laid out, free of typos, accurate in listing data and event details and fun (don't forget the latter!). While it doesn't take long to throw together a couple of pages of text, it does take a while to make it interest.

Your Editor should have computer access, the desired software and email capability. Good software choices are MS Word, MS Publisher, and Google. You probably want to stick with something readily available in case someone else has to jump in and complete a publication and most people have Word. Email is the Editor's best friend. Articles and photos can be received and the newsletter draft sent out for proofing. Newsletters can be pretty big, so if the Editor's using a free email account, check if there are any limits on attachments and mailbox size.

Yesterday's news is, well, so yesterday. To maximize effectiveness, you want the newsletter in the hands of the people before events occur. For example, if your club has a Happy Hour the first week of the month, the newsletter should be sent out in time for people to get the word. To help give the Editor time, make sure the submittal deadline is adequate. If your contributors are often tardy, fudge the date forward.

2. Frequency

How often you publish depends on several things. If your events are planned well ahead of time and don't change often, you can publish less often. Quarterly will probably work well. Also, if you have an online calendar that the majority of your members utilize you can publish less frequently. If you plan things on the fly or have a lot of events to report on, smaller monthly or bi-monthly issues will work well. Keep in mind, the more frequent the publication, the more work your Editor has to do.

3. Size

The size of the newsletter also depends on several factors—how many events are covered, how many standing items are included (for example, event calendar, birthday list, etc) and whether there are special items (for example, election ballots, event registration forms and the like). If published on a monthly basis, everything can probably be covered in two to four pagers. Quarterly publications can take up to 14 pages if there are a lot of events to report on and you include a lot of standard items.

4. Format and Distribution

Format in this sense doesn't mean Word versus Publisher or some other software product. It's hard copy versus online. If the whole club is internet enabled, the newsletter can be solely distributed via the website. Some online format options may be putting a Word document to be downloaded, creating it in html or putting it on the site as a pdf file that can be opened or downloaded or directly emailing it to members. Some ISPs may not like the latter if the file size is large and it's being sent to a lot of addresses.

This is not necessarily an either/or decision. A hard copy can be mailed to those without web access and a document online for those who do. It depends on the makeup of your club. One thing to note, some people tend to take the easy route which is to read a hard copy they got in the mail, not go download something and read it later.

If hard copy distribution is chosen, costs go up. There can be charges for printing and

obviously postage. Something to keep in mind is that larger newsletters may end up in a higher postage rate due to increased weight.

5. Content

Content is limited only by imagination. Some things that could be included: event reviews, calendar of events, columns by the President or Editor or club member who can write well, photos, BOD meeting notes, club financial summaries, new member lists, members' birthdays, engagements, weddings and keet arrivals, jokes and puzzles, recipes, thank you's from charities, solicitations for help at future events, registration for events, relevant messages from the PHiP Club Leader's email Group or PHiP, announcement of elections or proposed bylaws changes, BOD member contact information, club website information, series like "How I Became A Parrot Head", advertisements, and travel and concert reviews from club members.

6. Funding

There are some ways to defer newsletter costs. Advertising space can be sole with larger ads costing more. (Free ads are a good way to entice someone to donate to the club or support it in some way, by the way.) Someone may be willing to donate or underwrite printing costs in exchange for advertising. Also, the club dues can be structured so that those members wanting a hard copy newsletter pay a surcharge to cover the costs.

7. Solicitation of Help

The Editor shouldn't create all the copy for the newsletter. It's burdensome and doesn't provide a lot of variety for the readers. Every club has witty people (hopefully, with good grammar skills!). The best way to get them to contribute is to directly ask. At, or shortly after, an event, ask someone to contribute an article or pictures with captions and give them a deadline. It's easier to write when the event is fresh.

For standing items such as the President's column, make sure the deadline is consistent and well known. The last thing the Editor wants is to have everything good to go except for one item or to work like the dickens because everyone submitted everything at the last minute. Finally, if time permits, have on or more persons proofread the issue before publication.

If you choose to mail the newsletter, the label can be color coded to indicate a message. For example, green labels mean the member's dues are due. If there's a lot of folding, stapling, and stamping involved, get a small group together to assemble the newsletter to save the Editor some time and effort.

One last note on the newsletter. There's an annual Newsletter Contest sponsored by PHiP. Look for the message announcing the contest for the specifics then pick your best issue of the year to enter. First, Second and Third place prizes are awarded with a donation in their name to their favorite local charity of \$300, \$200, & \$100, respectively. The winner is announced at Meeting of the Minds.

WHAT MAKES A GOOD NEWSLETTER?

Some points to ponder

Design:

- Are the club's logo and name, as well as date of issue included in the nameplate and is it easy to read?
- Does the front page have a focal point that dominates the page, gives it order and grabs the reader's attention, be it photo, major story, artwork, etc?
- Is the layout simple to follow and does it recognize that people read from left to right?
- Do stories of highest import run on page one?
- The front page is not given to routine coverage of past events (i.e. past club meetings, etc)
- Has compatible typeface been used throughout the newsletter?
- Are columns, color and white space used effectively?
- Do headlines bump into each other at the tops of columns and/or get smaller as the reader moves down the page?
- Does the newsletter use bullets or subheads to break up long stretches of text? • Is reproduction clear and sharp, neither too light or too dark?

Content:

- Is there a President's column that provides an opportunity for communication from the Board of Directors to the members?
- Does the newsletter contain a calendar of events so that dates and information about upcoming events is easily located?
- Is the newsletter's attitude toward the club projected as positive and inviting? • Are there more articles about future happenings than past events? • Does the newsletter include different types of articles, balanced against each other for variety? (i.e.: long vs. short, lighthearted, features)
- Does article length and placement adequately reflect news value? • Is a membership application included in the newsletter?
- Do advertisements, if any, outweigh editorial content?
- Is the Editor's name, e-mail address, etc. included?

Writing:

- Are headlines in present tense and do they clearly reflect article topics? • Do articles begin with good lead-ins, generally 25-30 words, and do they contain the most important facts?
- Is the article written in third person, as are most good newsletters? • Is the writing lively, crisp and concise?
- Do articles include contact information, if appropriate?

Editing:

- Is the text free of spelling, punctuation and grammatical errors and typographical or mechanical faults?
- Are paragraphs short and free of wordiness? (Generally three to four sentences) • Do direct quotes, indirect quotes and narration interplay effectively and are sources of quotes identified?
- Does the writing style avoid passive voice whenever possible?
- Is the writing style consistent?

ACTIVITIES

"Come and follow in our wake": Here is a list of potential activities your club may want to participate in. It's a great way to perform your required activities for PHiP and you'll have a blast while doing it.

So, you've got your phlock, now what do you do with your members? Keep 'em busy! Activities can run the gamut from a small social gathering to an entire weekend event. As with anything, you may have to experiment with what will work for your group but you never know, some off the wall or spur of the moment idea may develop into a successful, long term commitment.

Happy Hours

Not surprisingly, the first idea discussed is the ever popular Happy Hour (or Phlocking, Social Hour, etc.). Regularly scheduled Happy Hours can be instrumental in keeping your phlock in touch with the officers and each other. They're also an opportunity to recruit new members as other bar/restaurant patrons will naturally gravitate to the fun group in the place

How often to have them? Again, pick what works for your group. It may be the second Friday of each month, or the first Tuesday. You may have enough participation to meet twice a month or more. It's usually best, however, to have a set schedule so people can plan on there always being something on that day.

Where to meet? You may choose to meet at the same Parrot Head friendly bar each time because the service is great and it's in a good location. If you're in a geographically larger area, you can rotate to places spread across town or hold concurrent events on the same night at different locations. Generally, the more exposure you get the better your recruitment changes. Another influencer in location is an incentive from the bar/restaurant. Ask if they'll give you a discount on food or alcohol for your group. The larger the turnout you can guarantee, the more likely you are to get a discount. But, remember, you're unlikely to get one at all without asking.

House Parties and Concerts

House parties are an inexpensive way to kick back together. Everyone can BYOB (recommended for liability reasons alone), supply a potluck dish and enjoy the company, a pool or hot tub if available or play some games. House parties can also be keep phriendly events (watch them around that pool, though). Something really cool to do at a house party is get a favorite musician to perform. It's a more intimate setting than a bar and you can charge a cover or put out a tip jar to defray costs.

Hosting duties needn't be limited to club officers. Often, there's someone in your group who wants to do something for the club and has the space to hold events like these. Take advantage of the offer!

Weekend Events

If you're ambitious, hosting a weekend event can bring a lot of exposure and potentially a lot of money for your charity and your club's coffers. There's a lot (really, really a lot) of work involved in signing up bands, contracting with a hotel, ordering food and drink, coordinating volunteers, etc. If you're thinking about an event like this and have limited experience in this area, attend another club's event first. Talk to the people in charge for their advice. It's a great way to see what works and doesn't work before diving in head first.

Social versus Community Events

Any social event can be combined with community work. For example, you can collect canned goods for the local food bank or blankets for the homeless at all of your Happy Hours or hold 50/50 raffles with the proceeds going to a charity. Also, a specific party can be held to raise money. For example, have a Poker night where everyone buys into the game with a donation to the charity (maybe let the host pick the charity as a reward). Another idea is to reserve a section at a Dog Track for an evening of racing and collect money for the local Adopt a Greyhound group or Rabbit Rescue.

While we all like to Party with a Purpose, you don't want to make it seem like there's a constant demand on your members to give something (time, money or material). Try to have some events that are just for fun. Maybe you keep Happy Hours strictly social or only collect items during the Holiday Happy Hours for Toys for Tots.

A final note on this subject, some members are less able to give financially and you'll want to have events where they can still participate. These events don't need to be strictly social, however. There are plenty of community activities that require time: road or beach clean-ups, serving meals at a soup kitchen and spending a day at a senior center are just some ideas.

Activity Ideas

Looking for activity ideas? Start with your members. Ask them what they'd be interested in doing and ask for volunteers to chair events. Review past events and evaluate what worked; maybe it's time to repeat some of them. Still stumped for ideas? Here's a list of activity ideas culled from other clubs. Some just for fun and some are suggestions for a "Party with a Purpose":

Parrot Heads love a parade. Find out what it takes to become a parade unit in your community. Check with your local Chamber of Commerce for more information & parade dates.

Luau at an Assisted Living Home
Parking Lot Party as a Fund Raiser
Garage Sale/Yard Sale with donated items from members
Camp Out: May require an offer of secluded private property as the site
Share a booth at a local fair for charity
Beach/Lake Clean Ups or Adopt a Highway or Adopt a Spot
Annual Picnic
Bowling (great Keets activity)
Annual charity auction or Yard Sale
Traveling to other Parrot Head Club functions
Baseball game (contact your local baseball team about a Parrot Head night at the ball field)
Pub Crawls
Gold Tournament
Reef Relief
Save the Manatee
Memory Walk
Community Car Wash (for local families in need)
Habitat for Humanity
Blood Drives
Women's/children's shelters/safe houses
Scholarship fund
Thanksgiving/Christmas Dinners
Humane Society
Ronald McDonald House
Youth Camps that assist children with disabilities
Breast Cancer Walk
Relay for Life

QUIETLY MAKING NOISE CLUB IDEAS (Some Fun How Tos)

Club Lanyards & Tags:

Lanyards and commemorative tags have become a fun accessory to the parrot head uniform. Lanyards can be purchased from many computer or discount stores. If you choose, you can also be creative and make your own. This could be a fun project for the club's creative ladies or pre-teen keets.

Cording is available for purchase in most sewing departments or sewing specialty stores. Cut the cord in lengths of 24" per member, allowing room for tying off the finished product. Smaller cording will allow you to add some beads. Metal clips and rings complete the project. You can add tags from other club's events.

Commemorative tags are a great way to show off your club spirit. Clubs may choose to offer lanyard and members tags when someone joins your group. The standard size for the tag is 5"H x 3.25". This image size can be produced 4 per sheet of 8.5" x 11" paper. A suggestion for your first tag is use your club's logo. Be sure to make the club and club member's name large enough to be seen. You can also design and add tags for very special events the club participates in during the calendar year.

Flyers:

Advertise your club's event a month in advance with flyers!! Several businesses will let you place a flyer on a public bulletin board or counter top, especially if it's an event for charity. Flyers can be printed one, two or four per page. Note: Some places allow flyers on the counter if they are quarter sheet size. Check with the locations you would like to leave information with before printing. You'll save yourself a lot of money, time and gasoline. Color printing looks great and catches the eye quickly, but can be quite expensive. We suggest you print up a black and white image with text. Print on light colored paper. Most print shows will help you choose an appropriate eye catching color.

Kindergarten Toys:

Some clubs carry their own kindergarten toys with them wherever they go. Music stores carry shaker eggs, or small shaker toys in their percussion departments. You can also make your own shaker toys to use at events where you wish to get the crowd involved in the fun. Shakers can be made from small drink cans by filling the dry cans with rice, covering the top with a cardboard disc and making tropical covers for the cans themselves. Plastic Easter eggs can be filled with a small amount of "BB" pellets and will achieve the same sound effect. BBs now come in plastic materials.

Other suggested toys are beach balls for outside festivals. Advertise your club by writing your club's name and www address on the white side of the ball for all to see. Novelties such as cheap keychains shaped like flip flops, plastic leis, or anything related to your tropical spirit are great ice breakers to have on hand. When you're in public and it's appropriate, share your tropical spirit by giving away some of the suggested items. You'll be surprised at the goodwill you create and by throwing out a few lures, it may land you some members who share your Caribbean soul.

The Tiki Torch Game

The objective of this game is to meet your PH Club neighbors. You can learn from them and possibly sponsor an event in the future.

1. You need a tiki torch. At the beginning of warmer weather, you can find cheap ones made from bamboo and wicker.
2. Email the club you wish to visit and ask them if you would be welcome at a social in the near future. Agree upon the date and then send out the "road trip" notice to your membership.
3. Prepare your tiki torch by hanging something from the torch area that is Buffett related. Example: Add small shells with a note "shells sink, dreams float".
4. On the evening of the social, present the torch to the host club and invite them to visit us during one of our socials to return the torch with a Buffett related item of their choosing.

The objective is like hand climbing a bat in baseball only you are adding things down the pole. The first club to fill the pole to the ground, claims victory and has to throw the other club a cookout or party. It's a great ice breaker and a good way to make close friends with your neighboring clubs. The only rule is no oversized objects, to obtain a win too early in the game.

CHARITIES

("Why The Things We Do")

Evaluating a charity:

Too often in this day and time, there are too many people in this travelin' show just waiting to accept your charity money for the wrong reasons. Fortunately for us, there are some sources we can access to evaluate many charities.

Now if it's a local charity, as in "Timmy fell in the well, was rescued and now the medical expenses are piling up", then your own judgement and the decision of your officers and membership should be sufficient in making your decision. But, if you intend on spending time raising money for an organization that seems to have built a reputation

for being responsible and you still wonder where your charity money is going, Charity Navigator is available on line or you may seek information about possible research resources at your local library.

If you are in doubt, educate yourself about the charities you have chosen by using these searching resources by name: Chronicle of Philanthropy, Philanthropy News Digest, American Association of Fundraising Counsel, The Non Profit Times, The Foundation Center, Philanthropy Roundtable, or use the world wide web by searching "sources to evaluate a charity". Most evaluation sources may use the following criteria: Tax status, sources of revenue, Types of programs, Location and Size. In any case make sure the data you review is current.

FUNDRAISING TIPS AND TRICKS

50-50 raffles simply involve the sale of raffle tickets with the proceeds being split evenly between the winner and your organization. Many clubs include a 50-50 raffle at all their monthly meetings. Tickets are sold throughout the "get acquainted" or informal portion of the meeting. The profits can be earmarked for an individual ongoing project, or included with other funds raised for your main charitable goal.

Your only expense are the raffle tickets (a double ticket roll, a single ticket roll that you tear in half or a board with numbers for sale). Winners are always happy with a cash prize. All you need is one or more ticket sellers. Raffle tickets normally sell for \$1 apiece, with an incentive for multiple purchases such as 3 tickets for \$2, or 5 tickets for \$4, etc. Using a price incentive for multiple tickets can often increase your total sales and builds a larger "pot" to split with the lucky winner.

All ticket stubs (or duplicate tickets or numbers, depending on your style of raffle tickets) are placed in a hat or other container from which one lucky number is drawn. The "take" is tallied and one-half awarded to the holder of the lucky number. The drawing is normally held toward the end of the meeting or event, and the lucky number holder must be present to win. If not claimed within a set time limit which can be as short as a minute or two, a second number is drawn and awarded the prize. Generally speaking, the larger the prize, the longer the time allowed for the original winner to claim his or her prize. At a large function, with a sizeable pool of money expected, multiple prizes of perhaps \$100 or more could be awarded. Whatever the prize split, it should be determined ahead of time and used as a sales incentive. (i.e. "Buy a \$1 ticket and give 5 chances to win \$100). You could also consider a 60-40, 70-30 split, etc. but 50-50 seems to be the most popular split. **Check with your local and/or state gambling laws before conducting any type of gambling game.**

Topless Car Wash

Got your attention, huh? This is run just like a regular car wash. Advertise that it's a "topless" car wash and set up the car washing area behind a business where it can't be seen from the street. People will flock to it out of pure curiosity! Designated hunks and "hunkettes" lure people to the car wash. When the driver pulls into the wash area they

find that a "topless" care wash means 1) the bottom of the car is washed free but a donation of \$X is required if they want the top washed 2) the entire care is washed except for the roof for \$X and for an additional \$Y you wash the top; 3) convertibles with top down (topless) get a free wash! Pick the option you like the best. Folks are generally pretty good natured and appreciate the ingenuity.

Donation Containers

This is a straightforward cash collection at local merchants. Here's what you do. Save old coffee cans and cover them in bright color paper with your organization's name and logo prominently displayed. A catchy slogan never hurts. Visit all local merchants and ask if you can leave a can at their cash register. Don't forget to visit all participating local merchants once a week and collect all proceeds. Your organization gets 100% of the profit.

Specify on the can where donations will specifically go. Example: "to purchase school supplies for under privileged children". This helps those donating feel like they can associate their donation with an ongoing program, and if it happens to be one that warms their heart, they'll be more likely to give!

There are several commercial companies who sell donation containers in different materials and styles. They look "nicer" but reduce your profits. However, the printed labels can help "legitimize" your drive. People tend to believe printed labels mean what they say.

Reverse Raffle

A reverse raffle is one where you don't want to win. Give a free ticket to everyone attending a regular organization meeting or special event. Tell they are automatically included in a drawing for a special prize. If they don't want to be eligible for the prize, they can "sell" their ticket for \$1-\$10, depending upon your attendees. Why would they want to get rid of their ticket? Consider prize options/activities that can be completed during the event itself such as...singing a song standing on a table; wearing a silly hat or mask; having their face painted; wearing a funny costume; or ????. Be creative! You will find very few spoil-sports who won't go along. If nothing else, they will "sell" their ticket to keep from looking foolish. Your only expense is the raffle tickets (a double ticket roll, a single ticket roll that you tear in half or a board with numbers for sale). All ticket stubs (or duplicate tickets or numbers, depending on your style of raffle tickets) are placed in a hat or other container from which one "lucky" number is drawn. The drawing is normally held early in the event to make sure that the "lucky" holder is present.

Alternate 1:

Offer a prize such as a goat, pig, donkey, etc. You can be magnanimous and offer to purchase the prize back from the lucky winner for \$10.

Alternate 2:

Another alternative is to have a raffle with a "real" prize but rather than let the first number drawn win, you keep drawing until only one number is left. The winner is the last number drawn.

Phlamingo Phlocking

Purchase 10 pink plastic flamingos (lawn decorations). Pick 10 yards in your community to be the lucky recipients. Attach cards to the flamingos' necks with a phone number along with all the pertinent information regarding your group. State that for a \$10 donation, the flamingos will be removed but for \$15 they will be moved to the lawn of their choice. Make sure you also place a sign that has a contact name and phone number among the flamingos for those who drive by and would like to have flamingos placed in a friend's yard. (Also give the option to simply pick up the flamingos gratis, since some people have no sense of fun.) It takes some organization, but is lots of fun. You can also sell "Pink Flamingo Insurance" for \$10 to protect yourself from the invasion of these pink pests.

Variation 1: Send everyone in your organization an announcement on pink paper about your Pink Flamingo fundraiser. Word your announcement something like this: A Pink Flamingo May Visit Your Family! On MM/DD, the XYZPHC will conduct its first annual Pink Flamingo Fundraiser. We have several lovely pink flamingos, one of which may end up on your front lawn. We have divided the club membership addresses into four Flamingo Areas. Inside each pink flamingo is a list of names and addresses of our club members living in one of the Flamingo Areas. On the appointed day, we will plant each of the flamingos on the front lawn of one family from the Flamingo list. If the flamingo ends up in your front yard, you then pledge a donation to the club, cross your name off the flamingo list, replant the flamingo in the yard of someone whose name has not yet been crossed off the list. It is not necessary to follow the order of names on the list. However, if you do not wish to see a pink flamingo on your lawn ever, you may buy Insurance for the Prevention of Large Pink Birds for only ten dollars. See any member to purchase insurance. Purchase deadline is MM/DD.

Variation 2: Hold a good ole fashion flocking at your office. Make cut-outs of pink flamingos and charge co-workers to flock other people's offices or cubes. Take the cut outs or plastic flamingos and decorate the flockee's area. You can charge \$1 per flamingo, which will general tons of money for your team. The bigger the flockin', the better.

Variation 3: Get a bunch of pink flamingos (look for the cheapest (ie flamingo driveway reflectors). Other resources might be Super Centers Garden Departments. Large plastic birds usually cost more.

Some options to consider are:

- Pre-sell flamingos to prevent yards from getting flocked
- When a club member gets flocked, they get to pick the next victim

Letting the member whose yard is flocked chose the next yard included far more members than you may expect.

Homemade Parrot Pops

Make homemade suckers and sell them for profit. With a relatively small investment in ingredients, combined with a little teamwork and fun in the kitchen, you can make and sell hundreds of handmade lollipops. The cost of materials for making 300 lollipops (including sugar, corn syrup, molds, flavoring, food coloring, sticks, sucker bags and twist ties) will be about \$40. Sell them for \$.75 each and your profit will be \$185. Search for parrot candy molds on line. Many companies offer them.

Lollipop Recipe

1 ¾ cups granulated sugar
1 ½ cups light corn syrup
1 cup water
2 teaspoons candy flavoring oil, any flavor
½ teaspoon liquid food coloring (any color)
Lollipop molds—any shape
Lollipop sticks
Sucker bags
Twist Ties

Prepare molds by lightly spraying with non-stick cooking spray and inserting sucker sticks. In a large saucepan, mix together sugar, corn syrup and water. Stir over medium heat until sugar dissolves. Bring mixture to a boil without stirring. When syrup temperature reaches 260 degrees F, add color. Do not stir; boiling action will incorporate color into syrup. Remove from heat at 300 degrees F or when drops of syrup form hard, brittle threads in cold water. After boiling action ceases, add flavoring oil and stir. Pour syrup into lightly oiled lollipop molds and allow to cool at room temperature (do not refrigerate). Remove from molds and wrap in individual plastic sucker bags and tie with a twist tie. Depending on mold size, this recipe will make about 30-40 suckers.

Gas Station Attendant

Ask a local gas station to let your pump customers' gas and wash their windshields. You can either ask for an unspecified donation or a set amount (you will do better without a set amount). Since most stations are now self service you will be offering their customers a welcome option. It's a win-win situation. It doesn't cost the station a cent and their customers get premium service. You'll get a few cheapskates but most customers will

"treat you right"! You have no upfront cost. The gas stations already have the windshield cleaner, squeegees and paper towels. You just provide warm bodies and elbow grease. We do this at least twice a year and earn \$300 in three hours with just seven people! We are a small school and love doing this fundraiser.

Santa Letter

Offer a personalized "Letter from Santa" written on colorful holiday stationery and matching envelopes. Children just love receiving their own mail...especially from someone as magical as Santa! Compose one or more standard letters using a standard word processing program. Develop an order form for personalization to be provided by purchaser. This could include the child's name, age, gender, hometown, address, good deed, accomplishment, grade in school, name and age of siblings, name of pet, etc. Purchase colorful holiday stationery. Keep the quantity low until you see how sales are going. Colorful Christmas stamps are a must! Take orders in advance. Get payment with the order. Set a cut-off date to make sure the letters will be delivered timely. Pick the city you want the letter to be postmarked from and contact the postmaster there to make sure that they will open your bundle of letters and re-mail them for you. Some of the cities could be North Pole, AK, Santa Claus, GA, Reindeer, KY, Christmas, FL, etc. You get the idea. Set a price. Similar letters are available from a number of sources for \$4.00 to \$10.00. Since you are doing this as a fundraiser, your supporters will probably be generous but keep the price reasonable enough to generate good volume. This is not a big money maker but it can be fun.

Yard Sale

Ask your club members to donate their stuff to the sale. If you have a club member who owns his own business, ask to use the parking lot for the sale. Ask about a self storage unit donated for a month prior to the sale. Have a pricing party the night before the sale at a club member's house (always a blast) and remember your sales are all take home money for your charity.

Concession Stand Sales

Work concession stands at events, festivals or fairs. Check to see if your club can work the concession stand for a charity during a local city team baseball game.

MORE TIPS AND TRICKS

Get to know your T-shirt printer—they always have the mistake bin—the mistakes make great giveaways at socials.

Get to know your beer distributor, local bar owner where your club frequents or any outside sponsor that will donate items for raffles or ad space in local papers for your club to advertise your upcoming events.

If you live in a resort area, make friends with your souvenir shops. They usually have a TON of stuff that is yearly marked and cannot sell anymore—these items make great giveaways.

Online Auction

Black Tie Event: Must have big ticket items such as jet ski and jewelry for live auction during event

Great for those who live on the water or lake: Golf Driving Competition on the Water—Object—hit floating golf balls at targets anchored in bay. Top three receive prizes. Suggested price \$8.00 per round to play

Have a Chili Competition? This could be your NO.1 event in the winter. Open competition to restaurants and private sector. Get local celebrities to judge.

Recycle aluminum for cash

Some major food companies with trade collected soup can labels, box tops for education. Check resources on line by search: Soup Labels (and/or) Box Tops for Education

Check with local major grocery store chains to see if they offer community-help programs. (Example—Food Lion's Shop and Share supports a number of community programs in schools, shelters, and a national children's charity)

Major fast food chains in your area may also offer programs that assist community projects. See your local manager at any fast food chain to see if a program is in place.

CLUB LEADERS

HANDBOOK PART 2

HOSTING EVENTS

It's time to put on the big show. You want to host the best event in your area to raise money for your target charity, but you don't know where to begin. The following are some helpful hints you'll need to make your event a successful reality.

EVENT PLANNING

Ask your board and then your general membership what type of event they want to have and enlist the help from as many as possible from the very beginning. Given them early ownership in the project helps insure its success. Freedom of speech, everyone gets to vote on all ideas presented and all ideas will be heard. At all times remember that the Chairman is the RINGMASTER and that job is to keep all the acts running smoothly. Refer to PHiP guidelines when dealing with the alcohol people and Margaritaville, if you are fortunate enough to have one within that fifty mile radius!

TYPE OF EVENT

1. Beaches, bars, casinos or whatever is available in your area, make it work for you.
2. Select the best time of year for your area and membership involvement.
3. Finding and working with the venue.

Finding a good hotel and/or bar is not as hard as it sounds, being honest and open about what your needs are is very important. Group sales and catering is the area you need to work with in a hotel. Ask about special room rates, free rooms for each fifty registrants or fifty nights, or what is their policy? Use these free rooms for the band or the winner of the t-shirt competition or raffle prizes, to the one that sells the most sponsorships, or whatever fun idea you come up with.

a. If you use the facility for food, will they discount the ballroom charge? What is included in the set up? Tables, chairs, cloths, mirrors, and don't hesitate to ask if they have any decorations to share. Most places have lots of luau stuff, you never know until you ask.

b. Alcohol, the most important rule is: if you have a particular brand that is a sponsor, for example, Bacardi, make sure that is the only rum available at the bar. This goes for all types of alcohol and beer. Make sure the facility knows this. Also, if you do not have an alcohol sponsor, let the facility know what brands of alcohol you want at the bar. You can call for what you want otherwise you will end up with some very cheap off the wall booze that no one will drink and some major grumbling!

c. If part of the party is away from the main hotel, arrange for transportation to and from that venue. Very important, liability issues are huge!

BUDGET

Ideally the event will pay for itself and have some left over for charity

1. In determining the registration fee, consider hotel costs, band costs, prizes, t-shirts, food, alcohol, decorations, badges, rooms for band members, goody bags, printing and a few incidentals.
2. Find out exactly what your biggest expenses will be before setting a reservation free. This will eliminate surprises later.
3. Set a budget and stick to it. Understand that the bands and facilities will be your biggest cost and contributions and attendance will be your biggest unknowns.

MUSIC

Selecting bands for your event is very crucial to its success:

1. Try to get someone that you do not hear for free on a regular basis for at least one of the shows
2. A band with a good following will bring people from other areas to your event. Local bands can also have a big following, especially if they have been traveling around.
3. Listen to your members and your committee. They will have good ideas.
4. Go to various club events or check websites for musicians and contacts. They have lists of performers for you to choose from for your event. Ask for a promotional kit if you are not familiar with the entertainer, they are more than happy to send it in hopes of getting out there in front of a new audience.

SPONSORS

Sponsors are getting harder and harder to come by, what with budget cuts and so on but rather than ask for money, offer your sponsors a list of activities and ask them where they could see themselves contributing at your event. Ask them if they would like to pay for one of the bands, or just add to the goody bags! Don't be afraid to ask anyone, the worst thing they can say is NO! Let them know how many people are in the club, how many people will be attending and how that impacts them.

1. Get everyone involved in finding sponsors, make it a contest. Develop a sponsor letter (sample in back of book) and make it available to everyone.
2. List sponsors on the back of t-shirt with logos if possible. This can be done for cash contributions or stuff that is contributed. Always include the hotel, bars, etc. where different things are being held.
3. Include a list of people who made this event possible in the goody bag. This list should include all types of donors. Money, stuff, volunteers, bands, vendors, and so on.

VENDORS

Choose vendors carefully. Try not to duplicate merchandise.

1. Assign space to each vendor. As simple as this sounds, it is very important. Some vendors tend to really spread out and try to push smaller vendors out of sight.
2. Decide if you are going to charge for vendor space or if you would like something donated from each vendor for an auction or raffle item or a percentage of their sales donated to you charity.

T-SHIRTS/BADGES/ARMBANDS

Once you have decided upon a theme, have a t-shirt design contest. This design can be used on event badges, programs, patches, tattoos, letterhead, and anything else connected to your event.

1. Set a time frame for design to be completed that will work with your event planning.
2. Reward design winner with free registration or free room or something fun.

3. Use design on the front of the badge for admission to all events. On the back of the badge, list a schedule of events. This makes like a lot of easier. You do not have to keep up with a piece of paper.

4. Ask everyone to bring their own lanyards, most of us have plenty. For the newbies, have a few on hand that are fun and colorful.

CHARITY

Let the committee decide what charities will benefit from your event. This will make them work harder.

1. Ask for donations of old cell phones, make a cute donation box for these and at the close of the event, take them to one of the local women's shelters, they are more than grateful to get them.

2. Coloring books and crayons, puzzles, and stuffed animals are also an easy and inexpensive item to get people to bring. These too can go to the shelter.

3. Pop tops from soft drink cans and beer cans are easily collected and can be donated to the nearest Ronald McDonald House and turned in for cash.

SECURITY

Every event should have a small group of security people. One of the biggest jobs is to keep personal alcohol out of the ballroom or venue. This could cost the owner their liquor license and be big trouble for the club. This cannot be stressed enough. Every event and venue will have different security requirements, but try not to put too much importance to this part.

RAFFLES/AUCTION IDEAS AND GAMES

Sell or raffle table centerpieces, especially if they have alcohol related items in them, such as Corona buckets, or whatever you have been able to beg from your local reps.

Get a really good auctioneer that can work a crowd. Have spotters that can keep up with the crowd's bidding.

Get one of the band celebrities to have dinner with the winner of a raffle. Sell a limited amount of tickets for this.

Get band members to sign a beach umbrella or sling chair or something that has been donated by one of the alcohol sponsors as an auction or raffle item.

Get band members to donate a signed CD and a t-shirt or cap if available for a prize.

Ask other clubs if they would like to bring a basket to raffle and use the 50/50 system for this. Be sure you use a different color ticket for each club.

Number pieces of Juicy Fruit, put them in a box, and pull out pieces for prizes at \$1 per pull. Have one really good prize, the rest just stuff that preferable has been donated.

Guess how many Corona caps are in this jar for a big Corona prize at \$1 per guess. Wheel of fortune is always one of the most popular things at an event.

THINGS TO CONSIDER

Put an ongoing slide show on the wall of past events such as Happy Hours, parties, and fun stuff for all to enjoy.

Don't try to make your first ever event too big or too long, give yourselves room to grow. It can be very overwhelming if it starts off too big and believe it when they start talking about the snowball effect because it is. Two days is a lot of work with a herd of cats or parrotheads.

REMEMBER, INVOLVE AS MANY PEOPLE AS POSSIBLE, AND TRY TO HAVE THE SAME VOLUNTEERS HELPING OUT ON BOTH DAYS IF IT IS A TWO DAY EVENT. BE A RINGMASTER AND LET EVERYONE ENJOY THE SHOW!

Now that you have your event named, date set, entertaining in place and location confirmed, it's time to get the word out!!

PRESS RELEASE TIPS AND GUIDELINES

A well crafted press release captures the attention of journalists and is optimized for distribution over the Internet, through e-mail and via hard-copy distribution channels.

Pay Attention to the Content of your Press Release

When we talk about content we refer to the news story you are telling. Keep the following points in mind when writing your press release.

Is your news "newsworthy"? The purpose of a press release is to inform the world of your news item. Do not use your press release to try and make a sale. A good press release answers all of the "W" questions (who, what, where, when, and why), providing the media with useful information about your organization, product, service or event. If you read your press release and it reads like an advertisement, rewrite it.

Start strong. Your headline and first paragraph should tell the story. The rest of your press release should provide the detail. You have a matter of seconds to grab your reader's attention. Do not blow it with a weak opening.

Write for the Media. On occasion, media outlets, especially online media, will pick up your press release and run it in their publications with little or no modification to what you send. More commonly, journalists will use your press release as a springboard for a larger feature story. In either case, try to develop a story as you would like to have it told. Even if your news is not reprinted verbatim, it may provide an acceptable amount of exposure.

Not everything is news. Your excitement about something does not necessarily mean that you have a newsworthy story. Think about your audience. Will someone else find your story interesting? This is a common problem. Let's assume that you have just spent a lot of effort to launch a new online store. Announcing your company's opening is always an exciting time for any business, but the last thing the media wants to write about is another online store. This is old news and uninteresting. Instead, focus on the features of your online shopping experience, unique products and services. Answer the question-- Why should anyone care? (Avoid clichés such as "customers save money" or "great customer service".) Focus on the aspects of your news item that truly set you apart from everyone else.

Does your press release illustrate? Use real life examples about how your company or organization solved a problem. Identify the problem and identify why your solution is the right solution. Give examples of how your service or product fulfills needs or satisfies desire. What benefits can be expected? Use real life examples to powerfully communicate the benefits of using your product or service.

If you are reporting on a corporate milestone make sure that you attribute your success or failures to one or more events. If your company has experienced significant growth, tell the world what you did right. Show the cause and effect.

Stick to the facts. Tell the truth. Avoid fluff, embellishments, and exaggerations. If you feel that your press release contains embellishments perhaps it would be a good idea to set your press release aside until you have more exciting news to share. Journalists are naturally skeptical. If your story sounds too good to be true, you are probably hurting your own credibility. Even if it is true, you may want to tone it down a bit.

Pick an angle. Try to make your press release timely. Tie your news to current events or social issues if possible. Make sure that your story has a good hook.

Use active, not passive voice. Verbs in the active voice bring your press release to life. Rather than writing "entered into a partnership" use "partnered" instead. Do not be afraid to use strong verbs as well. For example, "The committee exhibited severe hostility over the incident." reads better if changed to "The committee was enraged over the incident."

Writing in this matter helps guarantee that your press release will be read.

Economics of words. Use only enough words to tell your story. Avoid using unnecessary adjectives, flowery language, or redundant expressions such as "added bonus" or "first time ever". If you can tell your story with fewer words, do it. Wordiness distracts from your story. Keep it concise. Make each word count.

Beware of jargon. While a limited amount of jargon will be required if your goal is to optimize your news release for online search engines, the best way to communicate your news is to speak plainly, using ordinary language. Jargon is language specific to certain professions or groups and is not appropriate for general readership. Avoid such terms as "capacity planning techniques" "extrapolate" and "prioritized evaluative procedures".

Avoid the hype. The exclamation point (!) is your enemy. There is no better way to destroy your credibility than to include a bunch of hype. If you must use an exclamation point, use one. Never do this!!!!!!

Get Permission. Companies are very protecting about their reputation. Be sure that you have written permission before including information or quotes from employees or affiliates of other companies or organizations. Any dispute resolution will favor the other company, meaning that your press release may get pulled.

About your company. Your press release should end with a short paragraph (company boilerplate) that describes your company, products, service, and a short company history. If you are filing a joint press release include a boilerplate for both companies.

Formatting your press release. How you present your news is just as important as its content.

Mixed case. NEVER SUBMIT A PRESS RELEASE IN ALL UPPER CASE LETTERS. This is very bad form. Even if your release makes it past PR Web's editors (high unlikely) it will definitely be ignored by journalists. Use mixed case.

Correct grammar usage. Always follow rules of grammar and style. Errors in grammar and style affect your credibility. Excessive errors will cause your press release to be rejected by virtually any media outlet.

No HTML. Never embed HTML or other markup languages in your press release. Your press release will be distributed over a wide array of networks. Including such formatting will negatively impact the readability of your press release.

More than one paragraph. It is nearly impossible to tell your story in a few sentences. If you do not have more than a few sentences changes are you do not have a newsworthy item.

Summary paragraph. Many media outlets ask you to include a one paragraph

summary. Some distribution points only receive your headline, summary and a link to your press release. If you fail to include a summary paragraph you may reduce the effectiveness of your press release.

Word processor. Write your press release on a word processor instead of composing online. Writing online will not achieve best results. Take time to do it right. Write, print, proofread. Rewrite, edit....

Do not include your email address in the body of the release. Do not include your e mail address in the body of your press release. If you include your e-mail address in the body of your press release you run the risk of receiving spam. This is because your e mail address will be available to the public. Spiders routinely scour the Internet harvesting email addresses for spammers. Provide your e-mail address only in the space(s) provided during the submission process.

Ticker symbols. Never include ticker symbols of other companies without their express written permission.

Follow a standard press release format. Make sure your press looks like a press release. The following can be used as a template for your press release.

FOR IMMEDIATE RELEASE

Headline—Be creative. One sentence. Use the proper title case, capitalizing every word except for the following: of, it, the, a, an, from...

City, State, Month Day, Year—Grab their attention here. A strong introductory paragraph should cover who, what, when, where, why and how.

Put the body of your press release here. Expound on the information provided in your introductory paragraph. Include quotes from key staff, customers, or subject matter experts.

The body of your press release should contain more than one paragraph. The final paragraph should restate and summarize the key points of your news release.

For additional information (or sample, copy or demo), contact: (include contact information here)

You can include details on product availability, trademark acknowledge here.

About XYZ Company

Include a short corporate backgrounder

CONTACT INFORMATION:

Contact Person

XYZ Company

555-555-5555

555-555-4444

<http://www.YourWebAddress.com> (if applicable)

NOTE: Do not include email address here.

Include safe harbor statements (if applicable).

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

Public service announcements provide an excellent opportunity to get the word out about your event. Radio stations set aside a limited number of time slots to fill unsold advertising airtime at their stations. These short spots are usually 15 to 30 seconds in length. You can send stations a brief written paragraph that local DJs can read aloud. PSAs inform listeners about your event and the best part is, IT'S FREE ADVERTISING!!

If you want to get a PSA played in your area, contact college and public radio stations in your area. Ask for the news director or public affairs director, or simply call the general number and ask who handles PSAs. Introduce yourself and your club and remember to let the radio stations know you and your club members are loyal listeners. Explain why you think the community needs this important information and how it will benefit the community or charity.

After your PSA is played, follow up and MOST IMPORTANTLY, make sure to send a thank you note to the stations that gave your air time!!

Good luck with any event you choose to host.

Hosting an overnight event?

The following information will be most helpful when contacting hotel or resort properties.

RFP Vendor Guidelines for Your Event Name 200X

Event Summary:

Event Name is an annual weekend-long event hosted by the *Your Club Name*. *Your Club*

Name is a non-profit organization brought together by the music and lifestyle of

entertainer Jimmy Buffett. The group is dedicated to performing charitable and community service projects, and it uses events, including *Event Name*, to raise money for local and national charities such as the *ABC Charity, Your Charities listed here*. 100% of the net profits from the event are deposited into the *Your Club Name* charitable fund to be distributed throughout the year among such charities.

Proposed 200X Dates:

Event Date

OR

Second Choice Event Date if there is one

Previous Venues:

List locations where event has been held previously, if applicable

Group Profile:

The event draws approximately XXX adult participants, requiring X% double rooms, X% single. Almost all attendees will stay for the two main nights of the event (Friday and Saturday), but there will be a small demand for rooms on the fringe nights (Thursday and Sunday).

Most reside in the *Your City Here* metro area, but there will be participants from other nearby states. Group meeting facilities with set rounds required Saturday night and Sunday morning.

Live musical entertainment is included in the Friday evening and Saturday afternoon/evening/night programs, and attendance at these events is almost 100%.

Event Structure:

The event is marketed as a semi-inclusive package and is priced accordingly. 200X

package pricing was \$XXX single, \$XXX double occupancy. Your Club Name wishes to stay as close to those rates as possible.

High-level event schedule:

Friday: Set-up/Arrivals/Afternoon Host Club(s) Meet and Greet/Down Time/Evening Entertainment

Saturday: List event day scheduling including evening (remembering that every waking minute need not be filled by the host club(s). Some people may want to explore the area and others want to spend time visiting friends who are also in attendance.

Sunday: Hosted breakfast buffet at hotel if applicable/"Time to go home Norman" Rise and shine early and greet your guests with a smile and a heartfelt thank you as they prepare to depart.

Your Club Name will provide a hierarchical rooming list to the property on an agreed-to-date prior to arrival, and property will accommodate the list utilizing the guaranteed room block upon guests' check in. *Your Club Name* will provide all labor for event set up and teardown.

Pricing Structure:

Although the event is semi-inclusive, vendor will price all components separately before totaling final package price All rooms will be priced including any applicable taxes (individually listed) and food and beverage will include net as well as ++ pricing.

Specify comp and upgraded room requirement ratios and options. Price fringe nights separately if different from core nights.

Detailed components (priced per person):

Component Double or Single(If Applicable)
Room-2 nights
Room taxes-2 nights
Subtotal Room Charges—2 nights
Total Room & Hosted F&B
Fringe night pricing (room & taxes)

Meeting Space Requirements:

Registration/Raffle/Hospitality/Mini-Mart Area—Minimum X square feet indoor, lockable space to be available from setup through teardown. Skirted tables and chairs to

seat X people.

Inquire about Group Meals: Provide outdoor and indoor options. 8 top rounds, double sided buffet lines. Detail all included F&B for both meals. Anticipate no special menu/dietary requests.

AV Requirements: Power only? Stage? Lighting? Price components individually on per event or per hour basis.

On-Property Meals and Beverages: (when applicable)

Provide details of all food specials available at on-property facilities for attendees' own discounts.

Entertainment:

Specify property areas designed as private and/or semi-private for event attendees.

Detail any local noise hours and ordinances. Provide indoor options if needed for noise/weather.

Further Contract Specs:

Clearly detail property initial deposit, payment, attrition level, revenue guarantee, termination, and cancellation policies.

References:

Property to have references for similar functions available upon request.

Multi-Club Events:

An event can be lots more fun and less work when you involve other clubs to "Party With A Purpose" for a common cause. Follow these recommended tips and your multi-club event will run smoothly....

When organizing a multi-club event you need to keep two very important things in mind. The purpose is to provide entertainment for the Parrothead Community while raising funds for charity or charities as chosen by the clubs involved.

First Things First...

- Choose a Board of Directors, (positions may include): Executive Directors, All Presidents, Entertainment Chair, Registration Chair, Vendor Chair, Advertising/Sponsor Chair, Treasurer, Secretary
- Decide on job descriptions for each of the members

- Along with the board always ask for volunteers from club members representing ALL clubs. This is their event also.
- Agree on your event name
- Set a Budget
- If this is to be an annual event, write & follow a set of Bylaws
- Choose your charity or charities (get them involved, make their staff your very best friend)
- Registration (your registration fee should cover all expenses i.e. t-shirts, name tags, bands, transportation, rental of venue, etc)

Sample Registration Form Located in Appendix

- Keep registration as low as possible
- Set a deadline date for registration
- Extra sponsorship money (place in reserve to handle any expenses that registration does not cover) Note: The sponsor giving the largest donate will receive top billing in all advertising. Sample Sponsor Letter Located in Appendix
- Sell logo space for the back of event t-shirts
- Host Hotel (Contact local hotels, choose the hotel offering the best rate and most importantly, make the hotel staff your very best friend)
- Hold planning meetings as often as possible with the board members of all clubs involved
- Suggest to rotate meetings in each club area once a month
- At each meeting discussion should include: Bands (have all quotes from bands for this meeting, make sure all clubs have input and agree to the list of entertainment cost, (remembering to stay within your event budget), Registration, Host Hotel, Venues, Transportation, Vendors, Advertising, Sponsors, Auction, Raffle
- If you choose to have a mini-mart, send out invitations to vendors who may offer merchandise for sale during your event.

Sample Vendor Invitation located in Appendix

Sample Vendor Information Sheet located in Appendix

Invite your friends

Be creative. Remember, one flyer can look like another. Many clubs will also be inviting the extended parrothead family to their event, so turn your imagination loose and make your invitation stand out! Make sure it contains all information including your club name, the event name, date(s), location, entertainment, pricing, and contact numbers and/or email addresses.

Use of your Regional Communicator and/or PHiP Calendar

You have so many options to advertise "what's happening" with your club. Two options are calendars offered by your Regional Communicator and the PHiP calendar. It can be

to your advantage to make good use of both of these resources. Advertising on both of these calendars won't cost you one thin dime and it's the best way to share event announcements with other Parrot Head club leaders. Contact your regional communicator to inquire about announcement deadlines and publishing dates. Some Regions also make monthly announcements thru the regional e-group. The PHiP Calendar is available for viewing at www.phip.com (menu selection: CALENDAR OF EVENTS)

PARROT POINTS

Many clubs have a system in place commonly referred to as parrot points. As clubs grew at the local level, it became necessary to put a system into place where members could earn points by their level of involvement in the club. Most clubs reward the active membership with Parrot Points and offer first say on the purchase of concert tickets. This offer is extended first to those members with the highest points. Then, if those members decline their ticket purchase, the offer is extended as it goes down the parrot point line until the club ticket allocation is filled.

Here is an example of a Parrots Point System:

The XYZ PHC Points System for Concert Tickets

Tickets to Jimmy Buffett concerts are a privilege granted to Parrot Head Clubs by Jimmy's management group, HK Management, and Margaritaville, Inc., through Parrot Heads In Paradise (PHIP). They are offered to clubs in good standing to reward the hard work many club members do; however, there are no guarantees that tickets will be offered to clubs. XYZ PHC's policy is that XYZ PHC members who participate in XYZ PHC's charity and environmental/community service projects be granted the privilege of receiving the option to purchase a ticket to the Jimmy Buffett concert if PHIP notifies XYZ PHC of a concert in our area. These tickets are not discounted and eligible XYZ PHC members pay the full face value of the ticket.

For the 2003 summer concert season, we shared the allotted 300 tickets per concert with nine other clubs, and the number of clubs splitting the allotted 300 tickets per show may well increase each year. Obviously, we must have a system in place that clearly shows what club members can do to be eligible for tickets. The following criteria define eligibility for tickets to Jimmy Buffett concerts for XYZ PHC members. Again, please remember that clubs are not guaranteed tickets.

There are many different ways in which a member can participate. For example, one of our members who moved out of state sent stuffed animals for the Pediatric AIDS drive several time and donated Buffett memorabilia for our various fundraisers. Another member has physical limitations, but sends checks for various charitable efforts.

Eligibility Requirements:

- Must be an active club member in good standing
- Must participate in at least three charity/environmental/community service events per year
- Must forward payment for the concert ticket by the established deadline or forfeit the ticket option

Distribution:

- Offered to active club members with the most points accumulated, as ticket availability permits
- Point year for ticket distribution runs from January through December
- Best seats offered to most active club members
- One ticket per member
- If a member declines a ticket, it is offered to the next eligible member—under no circumstances can PHIP tickets be used by a non-PHC member

Point Accumulation System:

- Serve as a Board Member—10 points
- Organize a major (\$1000 or more) function—8 points
- Chair a committee—7 points
- Organize a minor function (less than \$1000)—5 points
- Serve on a committee—4 points
- Participate in a community service function—3 points
- Write a newsletter article—2 points
- Sell XYZ PHC clothing/merchandise—2 points
- Collect/deliver stuff animals/food/clothing/school supplies for charities—3 points
- Design something for XYZ PHC (business cards, badges, tees, etc)—3 points
- Contribute to XYZ Web Page—2 points
- Attend business meeting—2 points
- Donate to club charity drive—3 points
- Recruit new member—2 points
- Attend happy hour or party—1 point

Points for other appropriate activities not described above may be assigned by the Board as deemed appropriate.

Use Restrictions:

- The ticket is to be used by the designated member only
- Contact the Tickets Committee for resale if you have purchased a ticket, but can't use it
- The ticket is not to be sold outside the club under any circumstances

- Violation of these use restrictions will result in the loss of your club membership

Notes:

1. To be eligible, a member must participate in at least three community service (charitable or environmental) events per year (e.g. only attending every happy hour without some type of participate in community service events could result in an accumulation of 50+ points; a member with 9 community service points would receive first chance at a ticket). XYZ PHC must participate in charitable and environmental events to maintain our charter with PHiP and is required to file reports every six months describing such activities.
2. As the number of tickets available to each club becomes more limited, it is important that all members are treated equitably. If a club member has a spouse or significant other (SO) who is also a club member, the spouse or SO will only be eligible for a ticket if he or she, too, meets the XYZ PHC criteria for eligibility.

Examples of earning Parrot Points

ACTIVE EXAMPLES

Serving as a Club Officer	Attending Happy Hours/Socials
Serving as a Committee Chair	Attending Charity/Environmental Events
Serving on a Committee	Working at Charity/Environmental Events
Attending Meetings	

PASSIVE EXAMPLES

- Pop tops for Ronald McDonald House
- Box Tops for Education
- Canned Food collected for local food banks
- Hotel Toiletries collected for shelters

CLUB PARROT POINTS FOR:

Regional communicators	PHIP Board of Directors
MOTM Committee Chairs	Other PHIP Volunteers
MOTM Volunteers	

**Choose someone on your BOD to keep track of Parrot Points (i.e. VP or Secretary)
Ticket Distribution and Seating**

ParrotHead of the Year Award

Many clubs offer "The ParrotHead of the Year" recognition award to honor a particular member who has gone far beyond being just another participant in your club. Choose an event to honor this person in public. Reward him or her with club merchandise, a special evening out, or let your general membership decide how to reward this outstanding individual. By offering this annual award, you may get members to compete for the honor and recognition.

CLUB LEADER ETHICS

Club Finances

This topic cannot be stressed enough. If you have been elected as a leader of your club, your actions in that position must be beyond reproach. Sure, it should be fun, but realize that you have an absolute duty to examine your club's finances and record keeping. Unfortunately, it sometimes happens that those who are put in charge of a club's finances, "borrow" from club funds with full intent to repay, but that just doesn't happen. If each member of a club's board takes the club's finances as seriously as their own, the potential pitfalls are greatly reduced.

Members of parrothead clubs generally tend to be friends, but as club leaders, we have a duty to our membership to ensure that our clubs are run like a business. It is the duty of the club leadership to ensure that club funds are directed where they are intended and that there is full accountability.

Accountability is very important, and it's equally important to have a system of "checks and balances" in place. A treasurer's report should be required for each and every board meeting and should also be available to the club membership. If you find this doesn't happy with your club treasurer or with others who have access to club funds, request an immediate accounting. It doesn't take long to deplete club funds. Realize too, that you may face some personal and/or club legal liability if you fail to ensure that club funds are reconciled and accounted for. Expense reports and receipts should be required for each and every reimbursement and expenditure.

Cheaters, Pirates and Those Who Don't Get It

Once in a while, we all face the difficult situation of having former members, buddies, etc sign up for events such as MOTM, other clubs' functions and even our own club functions, who have failed to keep their membership current. This one can be difficult, because these folks are our friends! The bottom line though is that someone else is covering the cost for these people, i.e. if you pay your dues, most everyone else does, but this "friend" receives the benefits of membership....the rest of your members must carry that weight.

We also face the situation where "parrotheads" fail to actually register for an event, such as MOTM, and attempt to attend those events which are intended only for those who have paid the fees, contributed to the costs and participated in the event's charities. Everyone loses when this happens EXCEPT THE THIEF (yes that term is intended) who is selfish, seeks only to benefit themselves, and who chooses to rob the other attendees from the intended goal of the function. As a club leader, it is your duty, obligation and should be a religious experience, to bring these offenders to justice. OK, perhaps that is harsh, but the point, is why should YOU and other members pay to attend an event and allow others ride on your coattails? We, as the parrothead nation, should do everything we can to support these events. Integrity is the key here. If you have knowledge of someone who is "cheating", turn them in. They don't belong here. Period. No exceptions. Do not feel that you are betraying a friend. Remember, they are betraying

ALL of the parrotheads when they try to rip off an event by not paying the required fees. Those folks who employ such tactics really aren't much of a friend.

Concert Tickets

Concert tickets are yet another issue. First, how do you determine who is eligible for a club ticket, second, how do you determine who gets the better seat, etc? Parrot points are a great means of making these determinations. Those members who have made the greatest contributions of time, effort, and responsibility should be rewarded for those efforts. Be fair to these members. Each club is unique and each club will have a different system for awarding parrot points. That topic is covered in another section of this handbook.

Cliques

Finally, realize that as board members of your club, you may form very close friendships with other members of your board. It makes sense since you will probably spend a lot of time together dealing with club business. Use care though that your membership does not come to feel that the board has become a "clique" or that the board has special benefits which are not available to the general membership. It is important to make sure that your club members are invited to each and every board meeting, that they are reminded about the location and time of these meetings, and should they actually attend, that their ideas and input are included in the meetings.

"It's My Job!"

Being a club leader really is a big job. It goes beyond "partying with a purpose." It means you have an obligation to the members of your club and to all of the members of PHiP clubs. LEAD your members and give them guidance. They look to you as their example.

MEETING OF THE MINDS

MOTM is the annual PHiP convention held annually during the first week of November in Key West, Florida. Open to any member of a PHiP sanctioned Parrot Head Club, it's four days and nights of friendship, fun, food and great music, with a few optional meetings and seminars thrown in the mix.

MOTM Policies and Procedures

Meeting of the Minds (MOTM) Guidelines

Adopted 3/2004 – Updated 3/2022

- Refunds -- There will be no Refunds unless in the case of death
- Transfers of Registration – There will be no transfers of registration
- Registered Guests – There will be no unregistered guests allowed. Everyone in attendance must be members in good standing of a Parrot Heads in Paradise Inc. sanctioned club prior to registering.
- Special VIP Guests – Sponsors, Musicians, City Officials, Etc. at PHiP BOD Discretion
- On Site Registration – There will be no onsite registration.
- Registration Fee – The price of registration per attendee will be determined by the MOTM Planning Committee.(US Dollars ONLY)
- Children Rules – Children under 12 free (with out a gift/goodie bag) – all others full rate w/ special non alcoholic gift bags.
- Registration – Registration is only open members of a sanctioned PHIP Club.
- Attendance Limit – The maximum amount of paid attendees is determined by the MOTM Planning Committee, plus special VIP guests as described above.
- Gift Bags – Gift bags are for paid registrants only. Special VIP Guests as described above must register to receive bags.
- Vendors – Vendor Credentials are included in the vendor fee. Vendors must be registered to receive Gift Bags.
- Security/EVENT STAFF – volunteers will be identified with shirts, vests or hats.
- Postcard - Your postcard is your registration confirmation and must be presented, along with valid photo ID, to register at the convention site. You will be required to wear your credentials and wrist band at all times while on the convention site premises.

Meetings at MOTM (Why should I attend?)

Amid all the fun at the annual convention, Breakout sessions are available for those wishing to contribute or learn from some of the older birds who've been around for some time. Breakout sessions include: New Clubs, Treasurer's Breakout (to answer some of those pesky questions about all things financial) and a Media Breakout Session with the discussion focus on newsletter and website information exchange.

Those people who volunteer their time to host these meetings are giving up a part of their valuable time to instruct and discuss any issues you or your club representatives may

have. This is your chance for some one-on-one time to ask all those questions and share any knowledge you acquired as a club leader.

The General Membership Meeting (usually held in the morning hours) is open to all registered guests. Among the announcements made, are winners of the Golden Coconut Award and the Newsletter of the year award. In addition, items to go on the auction block may also be viewed at this time.

Club Leader's Brunch

At the annual convention, PHiP generously hosts a leader's brunch. This brunch is open to two representatives from each club. You must register in advance to attend the brunch. If you are not attending, but have club officers or membership present at MOTM, two of those convention participants will be allowed to represent your club. Contact the Director of Conventions for more information about this convention happening.

Convention Highlights

Convention history began in New Orleans, LA but was moved to Key West, FL many years ago. The connection to Jimmy Buffett and the laid back island life we all seek to live are two of the largest reasons parrot heads love phlocking to the Florida Keys. Explore some of the song lines like Captain Tony's Saloon or Mallory Square up close and personal. Don't forget a visit or twelve to Margaritaville. You never know if the head parrot himself might pop in on stage to thrill conventioners with a tune or two. It's happened in past years!

There's a street festival, an all day beach party where the beach music just plays on. You can even enjoy breakfast at Blue Heaven. Catch the transit and explore paradise. Once you get that first look you'll want to attend the convention every year. PHiP encourages every eligible parrot head to attend MOTM, meet other parrot heads from around the nation and the world, but most importantly, attend the largest parrot head Party with a Purpose. It's always a L A R G E T I M E!! Visit the PHiP.com website for more information on the national convention. You can even register on line!! See ya in Cayo Hueso!!

THE GOLDEN COCONUT AWARD PHiP's Highest Honor

In 1996 Margaritaville and Parrot Heads In Paradise, Inc. decided to create an award to be given to a deserving Parrot Head Club in recognition of the outstanding Charitable and Environmental work of ALL Parrot Head Clubs. Initially the club was selected by basically drawing a name from a hat. This went on for several years. In 2001 with the new millennium the Board of Directors decided that the award should carry some meaning. After much discussion it was decided to hold a yearly 'blind' essay contest and have past Golden Coconut winners act as judges. This change was implemented in time for the 2002 Award and remains in effect today.

THE RULES

- All clubs, with the exception of former Golden Coconut Award recipients, are eligible to enter the contest.
- Entries must be received by the Director of Membership no later than August 15
- Entries received after 8/15 will be returned unopened.
- Electronic submissions, in MSWORD format, are acceptable and encouraged.
- Entry is to be by blind essay—No recognizable references to club name, city, state, local charities, etc may be included. Entries with any discernable reference will be returned to the author for editing, if time allows.
- There is no minimum nor maximum length for the submission
- Judging will be conducted by a panel composed of previous Golden Coconut Award winners, whose decision will be final.
- The Golden Coconut Award winner will be announced at Meeting of the Minds

The previous year's winning essay is posted at www.phip.com under "Golden Coconut Award" in the pull-down menus and may be used as a guideline

THE BRAVO ZULU AWARD

In 2004, the Board of Directors of Parrot Heads in Paradise, Inc., introduced a new form of recognition for local chapters, the coveted Bravo Zulu Award. "Bravo Zulu" is a time-honored maritime semaphore signal meaning "well done" and consists of the alpha character flags B or Bravo and Z, or Zulu, displayed simultaneously. In the business world, many corporations bestow a "Bravo Zulu Award" on employees whose performance clearly exceeds expectations.

In an effort to promote pride and spirit among chapters, and more importantly, to publicly recognize outstanding achievement, the PHiP Board of Directors has instituted a "Bravo Zulu Award" of its own, to be awarded for merit to any PHiP chapter whose performance, in a single instance, goes above and beyond Expectations.

The award will be bestowed for exemplary performance in areas including, but not limited to, fundraising, community service, environmentalism, etc. The award may be given at any time, at the discretion of the Board, and is not to be confused with the Golden Coconut Award, which is an annual award.

Any member of the Board may nominate a chapter for the award. A majority vote of the Board is required to confirm. The Director of Membership shall announce the award on the Club Leaders List and present the recipient with the BZ Logo, which may be displayed on the club website.

ANNUAL NEWSLETTER CONTEST

Every year at MOTM, PHiP announces the winner of the newsletter of the year contest during the general meeting. Encourage your creative newsletter editors to enter this contest. Cash prizes are awarded. See rules below:

- All clubs are eligible to participate
- Submissions must be received in this office no later than MM/DD/YY. Entries received after MM/DD/YY will be returned unopened
- Judging will be done by a panel of (5) five volunteer judges selected at random, whose decision will be final.
- Both hard copy and on-line newsletters are eligible for consideration.

However, on-line newsletters must be printed out and submitted in hard copy Form.

PRIZES:

1st Place--\$300 donation to your local charity of choice

2nd Place--\$200 donation to your local charity of choice

3rd Place--\$100 donation to your local charity of choice

PHiP RESPONSIBILITIES

Communication

As a Club Leader, it is your responsibility to communicate...with your membership, with other chapters, with your Regional Communicator, and with the PHiP Board, when appropriate. To that end, we've established the PHiP Club Leaders List as the official source of PHiP information and invite you to join the list by sending a request to the Membership Director of PHiP.

The Club Leaders List is open only to current officers of sanctioned Parrot Head Clubs and we hope you'll use this list not only as the official source for PHiP information, but also as a forum for the exchange of ideas and experience with fellow Club Leaders worldwide. Got a question, want some ideas, need to find a source for some PH stuff? Post it on this list...Chance are, you'll get your answers.

For the sake of all concerned, we ask that you use this list responsibly, keep your posting germane to the list and respond back-channel when appropriate.

Additionally, each PHiP Region has a group list, with a regional calendar, that keeps you informed of all the goings-on in your particular region and we encourage you to join that list as well.

Annual Renewal

Each and every chapter is required to renew its charter annually, in January of each year. Prior to January 1, the official Club contact will receive an Application for Renewal of Charter. This must be completed in its entirety, signed and returned to the Director of Membership, no later than January 31, along with the following items:

- A complete roster of club members as of December 31, including name, mailing address, phone and e-mail address, if any. This information is for the sole use of PHiP and will not be sold, traded or shared with anyone.
- A complete listing of Club Officers
- A synopsis of Club charitable, environmental and community service activities for the period 7/1 thru 12/31 (This report is further explained in the segment entitled Reporting)
- A check for annual dues

As previously stated, this complete "Annual Renewal Package" must be postmarked no later than January 31. Renewals postmarked after January 31 are considered delinquent and are subject to the following penalties:

A—Loss of ticket privileges for the calendar year

B—Monetary penalties as follows:

Renewals received from February 1 – February 28 will be assessed a penalty of 25% of total chapter dues.

Renewals received from March 1 – March 31 will be assessed a penalty of 50% of total chapter dues.

Any chapter not in full compliance by April 1 will not have its charter renewed and will be dropped from the rolls, thereby losing any and all permission to use the terms "Parrot Head", "Parrot Heal Club," etc.

Reporting

There are only two reports due each year per chapter, both basically in the same format, and both go to the Director of Membership.

The Interim Report, submitted electronically, is due no later than July 31 of each year and is a brief synopsis of club charitable, environmental and community service activities for the period January 1 thru June 30. This report should include the who, what, when, where and how of each event or function, along with contact information, if appropriate. This report should also include an updated listing of Club Officers—A membership roster is not necessary.

The Annual Report is submitted in hardcopy along with your Annual Renewal Package and is a brief synopsis of club charitable, environmental and community service activities

for the period July 1 thru December 31. This report should also include the who, what, when, where and how of each event or function, along with contact information, if appropriate.

PHIP also requests that each chapter submit, on an annualized basis, the total number of dollars raised for and/or contributed to charitable purposes and the total number of man hours contributed and/or devoted to charitable, environmental and community service endeavors. This information is for internal use only and should be reported in the space provided on your Annual Renewal Application.

Many chapters use a spreadsheet to continually track this information and make it the responsibility of the Club Secretary to do so. Since it is difficult to reconstruct events that took place months ago, it is strongly suggested that this information be recorded on a monthly basis, at least.

Man hours are simply the number of club members participating in an event times the number of hours in the event. For example: 25 club members march in a community Independence Day parade that lasts four hours—25 members X 4 hours per member = 100 man hours. The time spent by club members to build a float for this parade should also be tracked.

However, if your club hosts a fundraising party, for example, with raffles, auctions, etc. and 300 people show up for the four hour soiree, you cannot claim 1200 man hours, even though you raised money for a worthy cause. The dollars raised during the festivities may certainly be claimed as a charitable donation, as can any man hours spent in planning the function, setting up, tearing down, cleaning up, etc.

Volunteering at the National Level

Because PHIP is operated entirely by volunteers, there are many positions available, from actually running for a seat on the Board of Directors, to Regional Communicators, Elections Officer, MOTM Committee Chairs, etc.

Additionally, there are numerous volunteer opportunities in conjunction with our annual convention, Meeting of the Minds. The Board of Directors appoints a Director of Conventions to oversee the convention. Other MOTM Chairs include: Registration, Convention Guide, Event Staff, Balcony Contest, Service Projects, Raffle, Charity Auction (Co-Chairs), Gift Bags, Gift Bag Stuffing, Mini Mart, Webmaster/On Line Registration, Casa Marina Production Manager, and Sponsorship Chairperson. Watch the Club Leaders List or check with your Regional Communicator for more information.

PHIP By-Laws

As a Club Leader, it is your responsibility to be familiar with the By-Laws, Policies and Procedures of Parrot Heads in Paradise, Inc. as they relate to chapter operations. Since By-Laws are never a static document, they are not reprinted here, but are always available in updated form, on the PHIP website at: <http://www.phip.com/digest/> along

with the few rules, regulations, policies and procedures that govern the daily operation of our organization.

Regional Communicators

The official Statement of Purpose reads, "The purpose of the Regional Communications Committee is to improve the flow of communication within each club, each region, and with Parrot Heads in Paradise, Inc. and improve the interaction between these parties," but the real job of the RC involves not only encouragement, but interaction throughout the entire structure of PHIP.

The RC is the backbone of each PHIP region and is in place to assist you when possible. In addition to circulation a monthly calendar of the region's club events, your RC is a seasoned veteran capable of answering most questions and, of course, offering tons of free advice. It is the RC function to encourage mutual participation in social and charity events and create additional resources for clubs by sharing ideas while promoting interclub enthusiasm. Two Co-Chairs serve most regions. Regions by location and the current Regional Communicators are listed at the PHIP.com website, under the menu heading Regional Communicators.

Qualifications to serve as Regional Communicator are:

1. Own a computer and have an email account
2. Ability to design a simple web page
3. Possess good communication skills
4. Possess good mediation skills
5. Be knowledgeable of PHIP, By-Laws, policies, and procedures.
6. Be knowledgeable on starting a new club.

This is an appointed position. If a Regional Communicator is unable to fulfill their obligations, or resigns, a replacement will be appointed by the Director of Membership with the approval of the PHIP Executive Committee.

Keep Searching for the Spirit of the Great Heart
"Guk a'mzimba (body grow old)
Sala 'nhliziyu (but heart remain behind)"

Make your club experience a Lovely Cruise
Here is some final advice on how to do just that....

KISS—the best rule out there. This is everyone's club! Keep everyone involved, respect others and be willing to discuss any and all suggestions like adults, play nice and have fun. The example you set is what others will follow.

The PHIP 7 Deadly Sins

1. Merchandising Part 1 "What's in a name?" Plenty!! And Jimmy's proud of his. Thou shall not use Jimmy's name, Margaritaville, or any of Jimmy's trademarks for sale of merchandise with explanation on what Clubs CAN use to sell to club members only (including advertising on www)

2. Remain Incommunicado: Thou shall not contact HK Management, The Howard Rose Agency and Margaritaville Holdings, Inc. regarding Jimmy Buffett tickets or solicitation of merchandise/donations.

3. Coveting: Thou shall not tread on another club's territory without contacting the club in advance of a proposal to host a joint "party with a purpose".

4. Incident or Accident: Thou shall not sell PHIP Club concert tickets to non-club Members.

5. Sneaky: Thou shall not be sneaky and pad the club roster or falsify club records to PHIP.

6. Merchandising Part II: Thou shall not use the copywritten PHIP logo for ANY purpose, except where specified.

7. Troublemaker: Do not be a troublemaker.

The PH Golden Rule:

Respect your membership, your fellow officers and board members, your PHC neighbors and treat everyone as you expect you and yours to be treated.

APPENDIX

PARROT HEAD CLUB ENTERTAINMENT CONTRACT

Whereas Sample City Parrot Head Club, (hereinafter called "PHC") desires to contract for entertainment services with Sample City Band, (hereinafter called "performers") and whereas the club will pay good and valuable consideration for this service and the performers are prepared to deliver said service, now hereby be it known that the parties agree to the following terms and conditions:

1. The performers hereby agree to release, indemnify, and hold harmless the PHC, and its trustees, officers, agents and employees from any and all liability, damage, claim of any nature whatsoever arising out of or in any related to your work at the PHC event, including any act or omission of any third party (Rescue Squad, Hospital, etc). The performers are considered independent contractors and they are not employees of the PHC or venue.
2. The performers further state that they are cognizant of all the inherent dangers and risks involved in this activity, including bodily injury. Performers agree to perform and discharge all obligations as an independent contractor under any and all laws, whether existing or in the future, in any pertaining to the engagement hereunder, including, but not limited to Social Security laws, Workers Compensation Insurance, Income taxes or contributions, and Public Liability Insurance.
3. Performers understand that they are subject to PHC regulations, laws of the United States and the laws of _____ State and that, in the event of violation of said laws, or behavior which is considered to be detrimental to PHC members and/or their guests, or the PHC itself, the PHC shall have the right to dismiss the performers, without prior Notice.
4. Performers understand that the PHC does not provide any Accident or Medical insurance and that they are required to provide their own. Performers hereby agree that they are financially responsible for all such expenses whatsoever.
5. Performers represent that in performing their act under the terms of this contract, they are not infringing on the property right, copyright, patent right, or any other right of anyone else, and if any suit is brought or a claim by anyone, that anything in connection with the ownership or the presentation of said act or appearance is any infringement on the property right, copyright, or patent right, performers will indemnify the PHC against loss, damage, cost, attorney's fees, or any other loss whatsoever.
6. Any controversies between the parties shall be resolved by the courts of the State of _____.
7. The PHC shall provide passes for all performers' personnel who shall have access to venue facilities as necessary for said production. No other passes will be honored by the PHC. Performers shall furnish the PHC with a list of all personnel no later than 7 days prior to scheduled access time.

8. No audio or visual recording of the event shall be made without the prior mutual written consent of the parties to the contract.

9. The performance shall not be canceled for any reason other than an act of God or the mutual consent of the parties.

10. The performers agree that no personnel will be allowed in any venue unless a representative of the PHC is present. The performers agree that the performance and departure from venues will occur at the times stipulated by the following contractual time schedules and that the performance shall consist of the following:

Performance description: _____

Special Notations: _____

Performers shall be prepared and ready to perform precisely at _____ am/pm on _____, _____, 20__ and will perform through _____ am/pm at a flat rate of \$ _____. Performers will be available to extend performance at a rate of \$ _____ per hour as requested by the undersigned PHC representative. Any amount due for additional performances will be available to said Performers, five (5) full business days after the performance.

11. Should performance of any previously stated activities begin after the time agreed upon by the parties as set forth in the contract, performers will be subject to a reduction in their flat rate of pay equal to their hourly pay rate times 1.5 times the length of delay in the performance. Furthermore, payment of the performers' fee will be delayed by five (5) full business days in order to allow time to issue a new check.

12. The parties understand that the terms of this agreement are legally binding and further certify that they are signing this agreement of their own free will after carefully reading the same.

By: _____
Sample City Parrot Head Club Date

By: _____
Performer(s) Date

By: _____
Performer(s) Date

SAMPLE BY-LAWS

Article 1-General

A. Name: The organization shall be called the Pirates in Paradise PHC.

B. Purpose: The purpose of the organization is to promote the Pirates in Paradise Parrot Head Club as a humanitarian group sharing community and environmental information for majority approved mutual benefits. The organization will engage in activities which are charitable, educational,, high spirited, and promote the general welfare of the Community.

C. Statement of Purpose: Pirates in Paradise PHC is a not for profit organization dedicated to preserving and improving the environment, active in community oriented projects and concerns as a means of social interaction with like minded people interested in the lifestyle and music of Jimmy Buffett and a tropical spirit.

D. DISCLAIMER: We are recognized by but in no way attached to Jimmy Buffett and his business interests in Key West, New Orleans, Charleston, and Orlando. We are not associated with HK Management, MCA Records, Island Records, Mailboat Records, or Margaritaville Records. We would like to stress that Mr. Buffett's name, his song titles, lyrics, names of businesses owned by Mr. Buffett, and the term "Parrot Head" are all registered trademarks and should not be used for the pursuit of profit. Clubs are allowed to use the term "Parrot Head" on t-shirts, etc but NOT Jimmy Buffett's name.

Article II—Membership and Dues

A. Club Membership: Membership in Pirates in Paradise PHC shall be open to all, regardless of sex, creed, national origin, or sexual preference A member will be considered in good standing so long as his dues are current.

B. Dues: The annual dues of Pirates in Paradise PHC will be as follows:

1. The annuals dues year will run continuous with one year enrollment
2. Dues renewals are due not later than the end of the first month following each dues cycle
3. Membership renewal notices will be mailed in the month prior to renewal
4. Membership will entitle a member to a membership certificate, welcome letter, Pirates in Paradise PHC identification, and receipt of the Club newsletter, Pirates Log.
5. Effective July 1, 2000, Cost—Individual: \$20.00, Family: \$25.00 per household. An individual member is considered to be one adult head of household at a single address. A family is considered to be two adults and any dependent children at a single address.

C. Denial of Membership: The Executive Board may deny membership in Pirates in Paradise PHC to any person whom the entire Executive Board determines by a

unanimous vote does not meet the requirements for membership.

D. Conduct: All members agree to recognize and adhere to the attached "Code of Conduct". Infractions to the "code" are subject to actions as stated in Section VI.B.

Article III—Meetings

A. Social Meetings: The Club shall attempt to schedule at least one social event each month. These events will normally include some type of charity fundraising event.

B. Business Meetings: General Business Meetings will occur at least every other month. These meetings will be conducted by the Club President or in his/her absence, a designated member of the Executive Board. Any member in good standing may attend the business meeting, and will conduct themselves in a professional manner or be asked to leave the meeting until they feel they can conduct themselves in a professional manner. All club decisions at the business meeting will be by a simple majority vote of those present. Minutes will be taken at all meetings and reported out at the following meeting. All meetings will be held within the geographical boundaries of the club.

C. Executive Board Meetings: The Board will meet on an as needed basis, at least semiannually. Minutes from these Executive Board Meetings will be made available to all members in good standing and reported out at the next general business meeting.

Article IV—Chapter Officers, Executive Board and Elections

A. Officers and Elections

1. Officers: The club will elect the following officers for a two year term under the conditions listed below: President, Two Vice Presidents, and Secretary. The President and one Vice President shall be elected in the odd years, the other Vice President and Secretary shall be elected in the even years.

2. Election Officer: The Executive Board shall appoint an Elections Officer to conduct and oversee the next election procedure on or before November 30. The Election Officer shall operate within the guidelines provided by the Executive Board. The Election Officer shall maintain the privacy and integrity of all assigned duties.

3. Nominations: The Election Officer shall mail, via US Mail, a "call for nominations" to all members in good standing for all offices to be elected in the upcoming year on or before December 15. This notice shall include the offices to be elected, the dates and terms of the upcoming election and a statement that the election will be by ballots voting for a simple majority. Nominations may be sent in writing to the club address of record, postmarked no later than December 31, or in person at the January general Business Meeting. Qualified nominees, as determined by PIP-By-Laws and/or Executive Board, shall be placed on the ballot.

4. Elections: The Election Officer shall mail, via US Mail, ballots to all members in good standing on or before January 31. A single membership shall receive one ballot and a family membership shall receive two ballots. Each ballot shall include the name of the member for whom it is intended. The ballot will include all offices to be elected and all qualified nominees for each office. It shall also contain the name of the Election Officer and an address to where they can be mailed. All mailed ballots must be received by the Election Officer postmarked no later than February 28. Ballots may also be delivered directly to the Election Officer in person at the March general business meeting. Final results of the election shall be tabulated before the end of the March Business Meeting and announced at that time. The Election Officer shall then seal all ballots to be maintained for 30 days and then destroyed in accordance with the election officer duties in A.2.

B. Executive Board: The Executive Board will consist of the Club President, two Vice Presidents, Secretary, Treasurer, and all Founders. The Executive Board will be responsible for insuring all club activities are conducted within the guidelines of Parrot Heads in Paradise, Inc. and the Club Statement of Purpose as outlined in Article I-B. The board will be empowered to make decisions between business meetings to insure these goals are met. All decisions will be by consensus, with each member having one vote. The Founder may serve as a tie breaker if consensus cannot be reached. Any and all Board decisions will be reported at the next general business meeting. The Board will act on recommendations received from the general membership at the general business meetings and forward projects/concepts to the general membership at the general business meetings. The Treasurer shall be appointed as a member of the Executive Board by majority vote of the remaining members of the Executive Board to a one year term commencing January 1 of each year. All votes of the Executive Board are subject to an 80% quorum of the Executive Board.

C. Responsibilities of Officers:

President: The President shall a. Have such powers and duties as are usually exercised by such an office. b. Be Executive Officer of the Club and preside at all general business meetings, special meetings and meeting of the Executive Board. c. Assign the individual responsibilities of the Vice Presidents. d. Work with Committee Chairpersons and Vice Presidents in order to help insure all assigned tasks are completed in a timely manner. e. Have the power to call Special Meetings of the Club and the Executive Board. f. Appoint, subject to the approval of the Executive Board, and except as provided elsewhere in these bylaws, members to the Standing and Special Committee, including vacancies. g. Deal with other matters as may be placed in his or her charge by the Executive Committee or membership. h. Deal with and try to resolve complaints and issues within the Club and with PHIP. i. Serve as liaison with PHIP or designate this role to another member of the Executive Board on a case by case basis.

Vice Presidents: The Vice Presidents shall: a. In the absence of the President have the powers and duties of the President. b. Serve as Liaison with other parrot head clubs and Pirates in Paradise PHC committees. c. Serve as member of the Ticket Committee. d. Deal with other matters and or powers that are delegated to the position by the President

or Executive Board. e. Work to insure all PHIP/local charity guidelines are met.

Secretary: The Secretary shall: a. Ensure that minutes are recorded at all business and Executive Board meetings. b. Perform other duties as designated by the President and Executive Board. c. The Secretary will post the minutes from the monthly General Business Meeting via group email list (or other standard e-mail distribution method) within 14 days of the meeting. Copies will also be available upon request of any member in good standing via individual e-mail or USPS mail if requested with a SASE to the secretary of record.

Treasurer: The Treasurer shall: a. Record and keep track of all financial functions and transactions. b. Balance account, issue checks for all charities and expenditures, based on receipts supplied. c. Other duties as designated by the President and Executive Board.

D. Eligibility Requirements: All Officers/Executive Board members shall be members in good standing for a period of no less than one year prior to nomination/appointment.

E. Vacancies: Vacancies in all positions can be created by resignation, abandonment of duties (as further defined), or by violation of any articles of the by-laws. A position shall be defined as abandoned if the officer is absent from all business meetings without just cause for a period of three consecutive months. Persons filling vacated positions shall be appointed for the duration of the term by a majority vote of the Executive Board.

F. Abandonment and just cause will be determined by a unanimous vote of all Board Members and Founders.

Article V—Committees

A. General: The following standing committees are established in order to maximize involvement and participation of the Club members. Web Page, Newsletter, Events, Merchandise, Membership. Other special committees may be established by the President, Executive Board, and/or general membership to deal with specific projects.

B. Committee Roles: The purpose of all committees is to ensure that day to day functions and special events are completed in a timely manner. To this end the committees, working under a chairperson, are given the detailed responsibility of specific events and activities. The committees are expected to work closely with the Executive Board on all projects/events. They are also required to keep the President and Board informed of all plans and progress.

1. Web Page—Maintain and keep club internet website current.
2. Newsletter—Ensure the club newsletter is published at least four times per year, normally January, April, July and October delivery.
3. Membership—Ensure that there is an active recruiting program for new members and renewals within the Pirates in Paradise PHC. Work with Treasurer to ensure membership lists are accurate and renewals are sent out on time.

Maintain membership roles and renewals, and communicate all changes to the Executive Board on a monthly basis.

4. Merchandise—Maintain an adequate supply of club merchandise with proceeds going toward funding Pirates in Paradise PHC events.

5. Events: Coordinate schedule of all club social and charitable activities and communicate to the Executive Board on a monthly basis.

Article VI—Miscellaneous

A. Adoption of By-Laws: These by-laws have been approved by a majority of members in good standing at a general business meeting. Future modifications/amendments to the by-laws will be researched and proposed by a specially appointed committee. Approval of changes shall be accomplished according to procedures as described in Article IV.A. and included as a referendum on the election ballot.

B. Infractions of By-Laws:

1. Any current Pirates in Paradise PHC member may submit in writing only (signed, dated and clearly written), within 30 days of the occurrence of the stated infraction/s, to the Pirates in Paradise PHC Executive Board, a detailed statement regarding the alleged infraction/s of the Pirates in Paradise PHC By-Laws, by any other current Pirates in Paradise PHC member.

2. The Board will inform, by letter, the Pirates in Paradise member of the alleged infraction/s against them, along with the name of the member who has submitted the infraction. The member will be given 30 days to provide a written response to the Board. If the member chooses not to respond within 30 days, the Board will move forward to a decision without the member's input.

3. At the next scheduled Pirates in Paradise PHC Executive Board meeting, after the 30 day deadline, the Board will evaluate the alleged infraction/s and make one of the following decisions: A. No Action—The alleged infraction has been considered by the Board and the Board will take no action. B. Action--The alleged infraction has been considered by the Board and is being taken as determined by a unanimous decision of the Executive Board. The specific action is entirely left to the discretion of the Executive Board and is to be based only upon the stated infraction.

4. If action is taken against a Pirates in Paradise PHC member for an infraction/s of the Pirates in Paradise PHC By-Laws, the member will be informed in writing within 30 days of the Executive Board's decision. The member who submitted the original statement of alleged infraction/s shall be provided with a copy of the Board's decision.

5. The Executive Board may suspend from Pirates in Paradise PHC any member whom the entire Executive Board determines no longer meets the requirements for membership set forth in Article II of these By-Laws and/or "Code of Conduct". This must be done by unanimous vote. The vote suspects such member's membership in Pirates in Paradise PHC and all rights and privileges associated therewith.

6. At the next scheduled Pirates in Paradise PHC meeting, the membership shall be informed of the decision, and the information will be properly recorded in the

minutes.

7. Pirates in Paradise PHC Executive Board decisions are considered final.

Pirates in Paradise PHC Concert Point System: The point year will run from the first event after the local Jimmy Buffett concert until the point are due for ticket purchase. No more than 2 tickets per member household will be available to the highest earners. This figure may be adjusted by the Executive Board based on ticket availability. Ties may be broken by lottery. All qualified members will be given a deadline for purchase of these tickets. If that deadline passes the opportunity to purchase will go to the member with the next highest total. All points will be awarded per the following schedule subject to approval by the Executive Board:

Points:

1. Officers/Committee Chairs: 10 points (including newsletter editor)
2. Organize Charity Event: 5 points
3. Actively serve on any Committee: 5 points
4. Participate in charity function, community projects, assist in planning/running happy hours: 3 points
5. Special Contributions/Projects (e.g. write newsletter article, attend general business meeting, contribute prizes): 2 points
6. Additional points may be issued for other activities as determined by the Executive Board

D. Altruism: Events and/or activities sponsored by Pirates in Paradise PHC will have a portion of the proceeds raised to donate to a designated charity. The club will donate time and/or money to at least one local charity each year. The club will be involved in at least one environmental cause a year. The Events Committee has the responsibility to make recommendations to the general membership as to which charities to support. Individuals may also recommend charities and should do so through the Events Committee.

E. Pirates in Paradise PHC Expenditures/Reimbursements/Receipts: Pirates in Paradise PHC members wishing to be reimbursed or approved for expenditures for Pirates in Paradise related activities such as, but not limited to: construction materials, necessary supplies for official club events, other official and/or club sponsored function, prior to spending moneys shall:

Obtain approval, in writing from any executive board member for expenditures not to exceed \$50.00.

Obtain approval, in writing from the executive board for expenditures of \$50.01 to \$999.99.

Obtain approval, in writing, from the executive board for expenditures of \$1,000.00 or more and in addition, expenditures of \$1,000.00 or more shall not be approved by the executive board without first obtaining a vote of approval from the membership at a general business meeting.

To obtain reimbursement, the member shall submit the written approval along with the receipts to the Treasurer. Reimbursement requests submitted after the adoption of this subsection will not be granted without meeting all of the requirements of this subsection. No exceptions. Pirates in Paradise PHC members who anticipate incurring expenses for club related activities should (after obtaining proper Board approval) seek to have the company invoice the club directly for the amount due. If this is not possible, then submit the receipts to the Treasurer as indicated in the last paragraph.

SAMPLE

PIRATES IN PARADISE PHC "CODE OF CONDUCT"

It is the intention of the Pirates in Paradise PHC (PIPPHC) to provide social and charitable activities for the enjoyment and benefit of all our members, guests, hosts and charities. All members of the organization shall be required to treat fellow members, guests and hosts and their personal property with respect. Members also agree to abide by all local, state and federal laws (including but not limited to) governing misuses of personal privileges, personal property and controlled substances.

Members of the PIPPHC, by virtue of their membership agreement, agree to demonstrate personal responsibility for their words, actions and deeds and not to exhibit behaviors that are harmful to themselves and other members, guests and hosts or their personal property. We seek to provide a pleasant atmosphere in which to share our common love of the music and tales of Jimmy Buffett and to further the charitable ideals that we seek to uphold.

PIPPHC will not condone behavior contrary to our objectives nor that which we feel is harmful or injurious to others. By virtue of your membership in the "Pirates in Paradise PHC" you have indeed agreed to "Party with a Purpose" in a most responsible fashion!

SAMPLE 2

CODE OF CONDUCT

It is the intention of the _____ Parrot Head Club to provide social and charitable activities for the enjoyment and benefit of all members of the organization, guests, hosts and charities. All members of the organization shall be required to treat fellow members, guests, hosts, and their personal property with respect. All members of the organization shall agree to abide by all local, state and federal laws.

By acceptance of their membership agreement, all members must agree to demonstrate personal responsibility for their words and actions and to not exhibit behavior that is harmful to themselves, other members, guests, hosts, charities, or any personal property. The organization shall seek to provide a pleasant and positive atmosphere in which to share common interests in tropical spirit, music and tales of Jimmy Buffett and to promote charitable ideals.

The _____ PHC will not condone any behavior contrary to the objectives of the organization or any behavior that is deemed harmful or injurious to others. By virtue of membership in the organization, all members in good standing shall agree to "Party with a Purpose" in the most responsible manner.

One that includes a fun-filled vacation loaded with outstanding music, and a world class Mini-Mart. We hope you choose to participate in the 2004 Riddles Experience and we look forward to receiving your Vendor Information Sheet no later than February 28, 2004.

If you have any questions, please don't hesitate to contact me.

In Finship,

Contact Name
Club President and Event Chair

Sample Registration Form

**XYZ Parrot Head Club Presents
EVENT NAME**

Event Begin Date
At Hotel Location in City
Call Group Reservations at 1-800-XXX-XXXX

We party with a purpose.

Once again, our purpose is Charity Name(s)

NAME: _____
ADDRESS: _____
TELEPHONE: _____
E-MAIL: _____
PARROTHEAD AFFILIATION
CLUB NAME: _____
ISLAND NAME: _____

Indicate below how you want to help:

Goodie Bag Stuffing ___ Registration ___ Security ___
Mini-Mart ___ Games ___ Raffle ___

REGISTRATION RATE CHOICES (CHECK ONE)

Registration Fee is not tax deductible as a charitable contribution for Federal Tax purposes

WITHOUT EVENT T-SHIRT \$40 _____
WITH ONE EVENT T-SHIRT \$50 _____ EXTRA T-SHIRTS \$15 EACH

T-SHIRT SIZE QUANTITY

SMALL _____

MEDIUM _____

LARGE _____

XL _____

XXL (ADD \$3) _____

XXXL (ADD \$3) _____

Send registration fee (cash, check or money order) to: Club Name and Address

Questions: Contact (XXXXXX Event Chair, insert e-mail address)

REGISTRATION ENDS JULY 17TH!!!

Sample Vendor Information Sheet

2004 VENDOR INFORMATION SHEET MUST BE RETURNED BY MM/DD/YY TO BE CONSIDERED

VENDOR BACKGROUND

VENDOR NAME: _____

VENDOR CONTACT _____ CELL PHONE #: _____

TELEPHONE #: _____ FAX: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIPCODE: _____

E-MAIL: _____

PREVIOUS PARTICIPATION AT EVENT NAME

YEAR(S) ATTENDED: _____

TYPE PRODUCTS OFFERED: _____

(additional comments and elaboration is welcome on a supplemental sheet)

WAS YOUR EXPERIENCE A SUCCESS: _____
Yes/No Why

(additional comments and elaboration is welcome on a supplemental sheet)

2004 PROPOSAL:

Vendor space is quite limited. In the event that all interested vendors cannot be accommodated, the following criteria will be considered in assigning vendor space in the Mini-Mart area:

- Quality and diversity of products offered
- New and unique product lines
- Past relationships with the event and the Club in general
- Desire to grow new relationships
- Vendor's proposal to contribute to the event

Vendors are encouraged to provide a supplemental sheet illustrating how they fulfill the above criteria, including at a minimum a listing of products to be offered for view and sale at the Mini Mart, and how the vendor plans to contribute to the event. Also, please let us know if you are interested in placing advertising material in the participant "Goodie Bags".

Thank you for your participation and for helping to make Riddles in the Sand—2004 a Success!

PLEASE RETURN TO (CONTACT PERSON NAME AND E-MAIL)

Sample Sponsor Letter

I represent the XYZ Parrot Head Club, a chartered chapter of Parrot Heads in Paradise, the national Jimmy Buffett fan club organization. XYZPHC and PHIP are not for profit organizations whose purpose is to assist in community and environmental concerns and to provide a variety of social activities for people sharing a common interest in the music of Jimmy Buffett and the tropical lifestyle exhibited in his words and music. To that end, we are now in the process of preparing for our annual event, "Riddles in the Sand", a musical weekend that draws Parrot Heads from all over the country and benefits (insert charity here).

Your generous donation of merchandise, sponsorship, or a personal service for our event will be greatly appreciated. We have auctions, raffles, and sponsor recognition levels of \$250, \$500, and \$1,000 for the back of the event T-shirt. Donor recognition and promotion will also be welcomed in our convention guide and goody bag that every registrant receives.

EVENT NAME HERE will be held DATE OR DATES at LOCATION in CITY. Scheduled to perform are nationally known Parrot Head genre band(s) that will be announced the first week of March.

If you need additional information, please contact Event Chair (Name, Number and Email) or (List of other contacts including your XYZ PHC Fundraiser Committee members).

Thank you for your time and your donation!

President, XYZ ParrotHead Club