


SUMMIT



FOR MTNA LEADERSHIP
SEPTEMBER 6-8, 2024 · CINCINNATI, OH

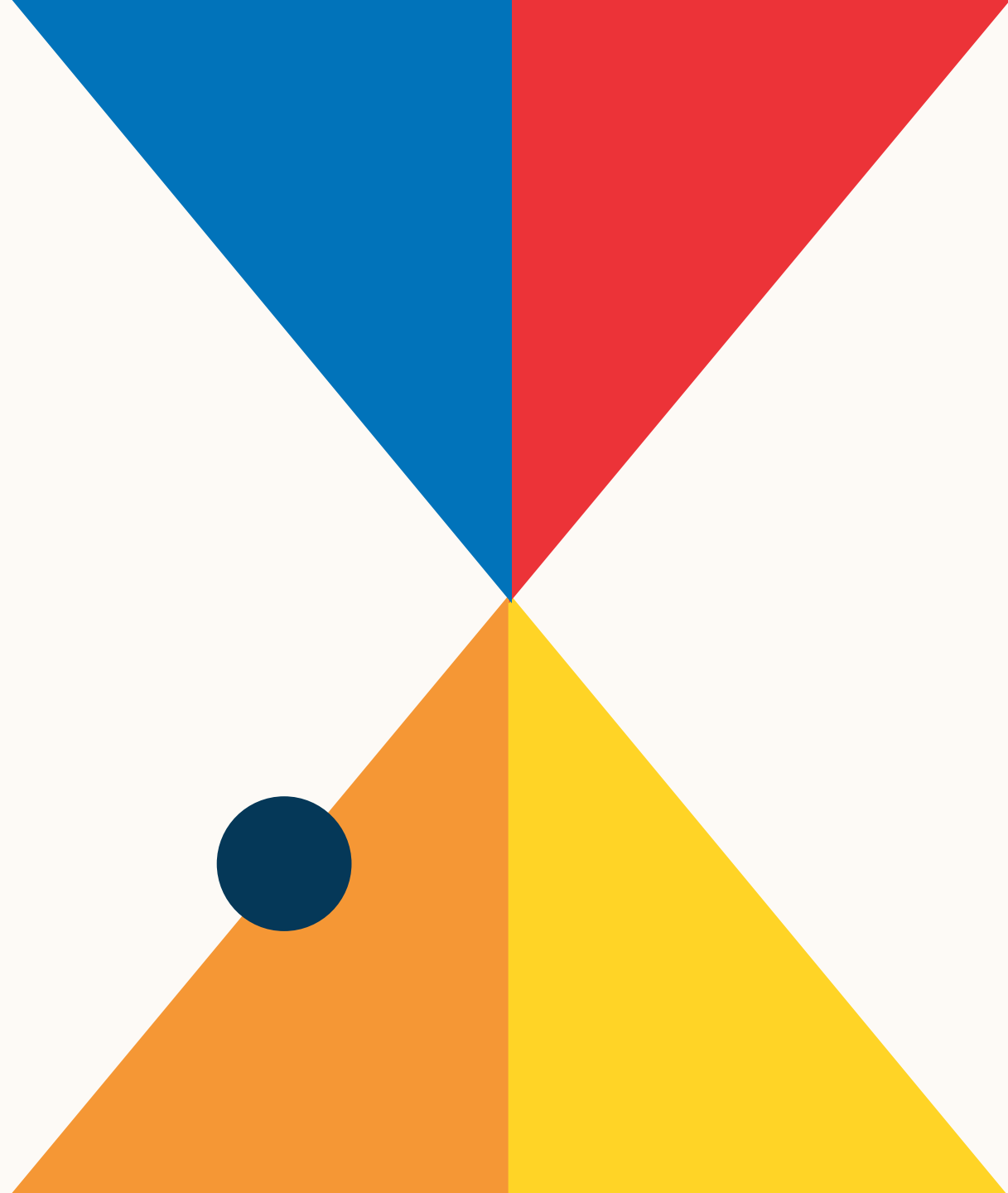


Tag us on  @mtnaorg!

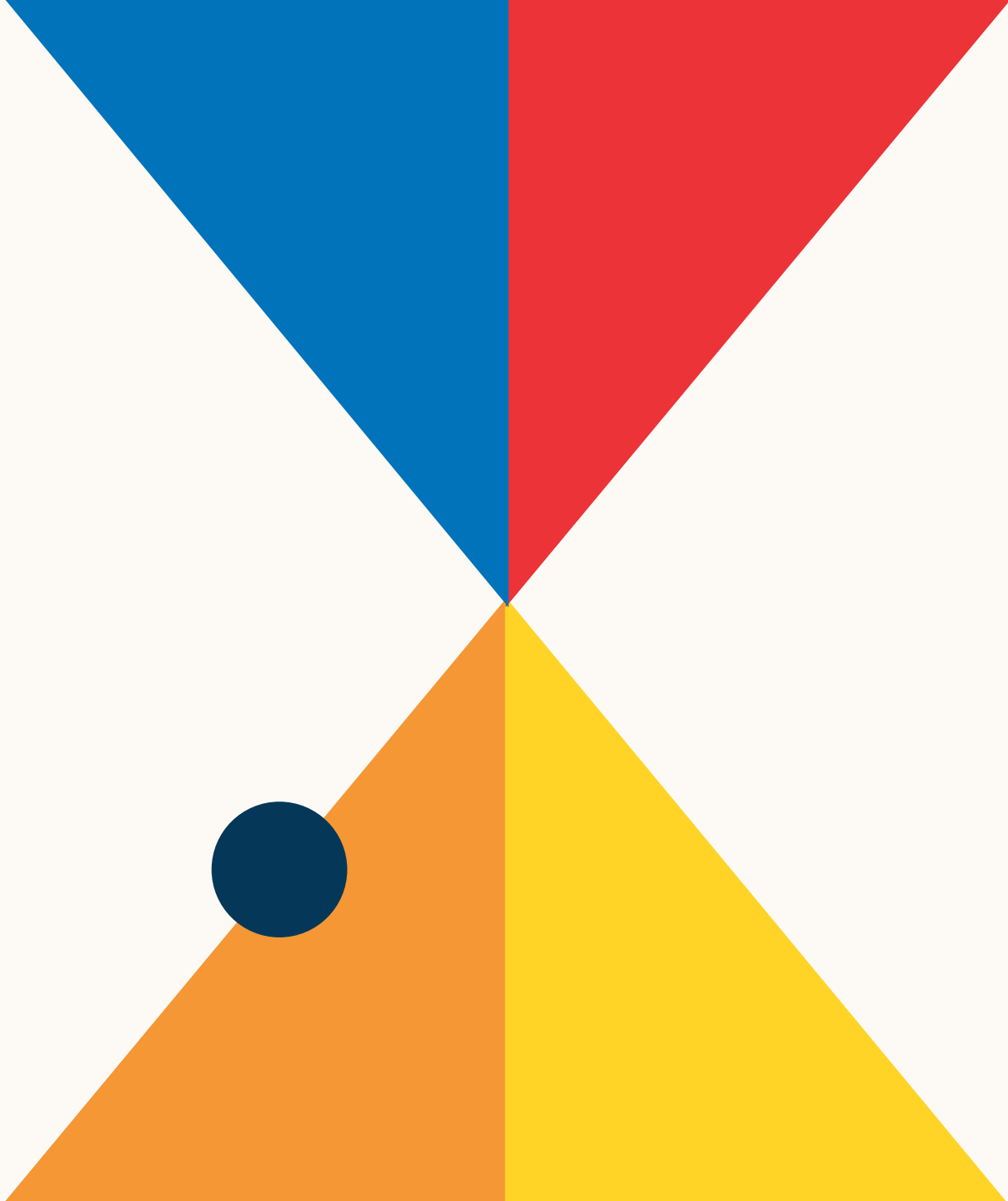
MTNA LEADERSHIP TOOLKIT:

**Practical Strategies for
MTNA Affiliates**

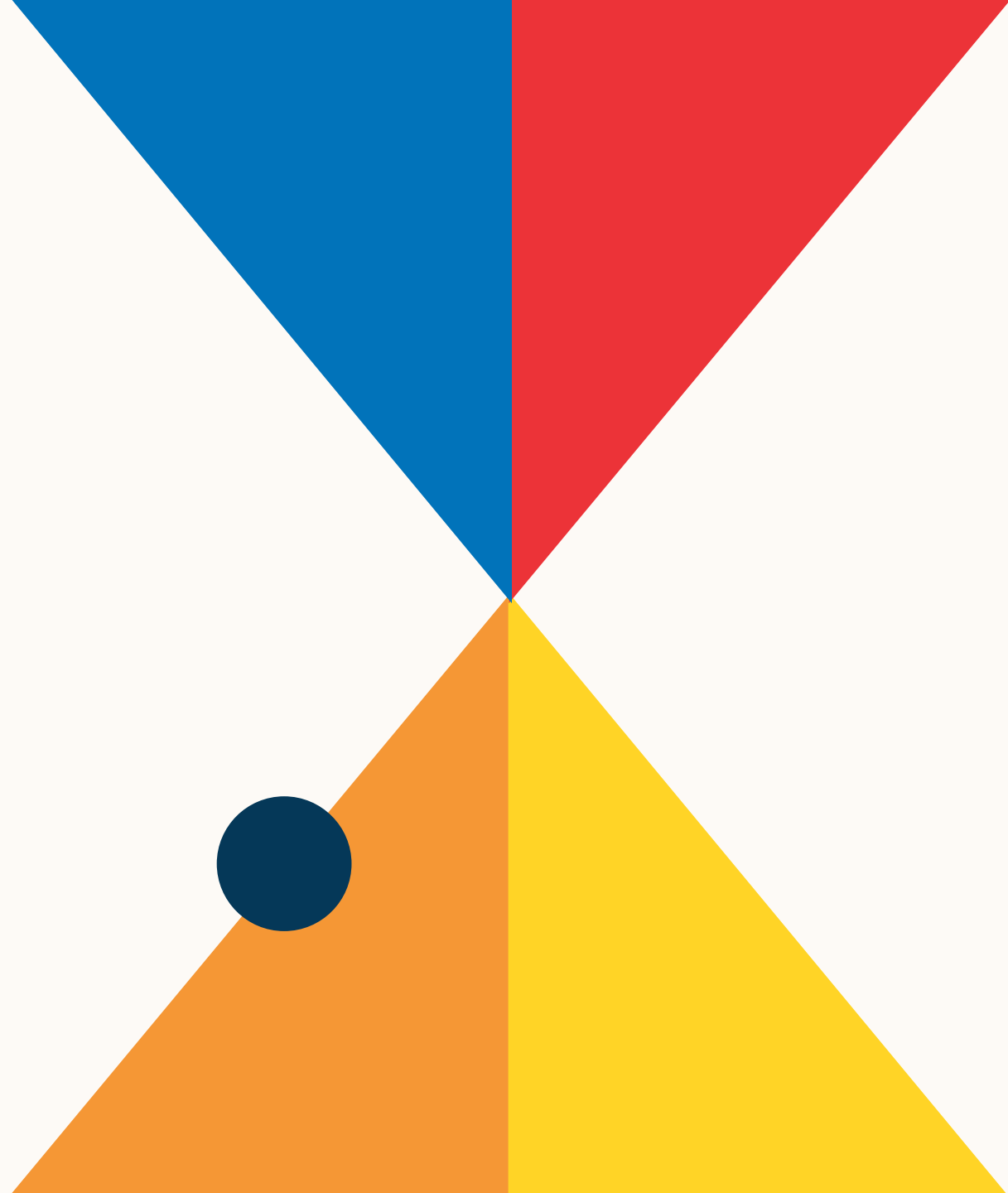
VOLUNTEERISM



RUNNING A MEETING



BYLAWS AND GOVERNANCE



TWO IMPORTANT DOCUMENTS

- Articles of Incorporation
- Bylaws

ARTICLES OF INCORPORATION

- Give the association its individual, legal, corporate status
- **Contract** between state and association
- Mainly statement of **purpose** and how it will be **governed**
- **“Primary Law”** of the association

BYLAWS

- **Contract** between the association and its members
- Rules adopted and maintained by association to define and direct its **internal** structure and management
- Bylaws are subordinate, but complementary, to Articles of Incorporation
- “**Secondary Law**”

BYLAWS

- The bylaws should only give general guidance or set minimal requirements...
- especially in matters that can change during the life of the association...
- e.g. dues structures, titles and functions of staff, program chairs, committee mission statements, operational rules and processes, etc.

BYLAWS

- Decisions reserved for the membership are enumerated in the Bylaws
- If it is not enumerated in the bylaws, the Board has the right, obligation, and legal duty to act
- Bylaws should also dictate the process to amend them

DISPUTES?

- Follow your Articles of Incorporation
- Follow your Bylaws
- Follow any policies and procedures that are in place for programs, grievances etc.
- Follow Robert's Rules of Order for disputes and/or discipline

BYLAWS RESOURCES

- *MTNA's Guide for Drafting Bylaws for State and Local Music Teachers Associations*
- Available on the MTNA website under the “Connect” tab under “Local Associations”

GOVERNANCE

- Governance of the association is placed in Board of Directors composed of volunteer officers and directors
- Two legal duties of Boards
 - Duty to Care
 - Duty of Loyalty

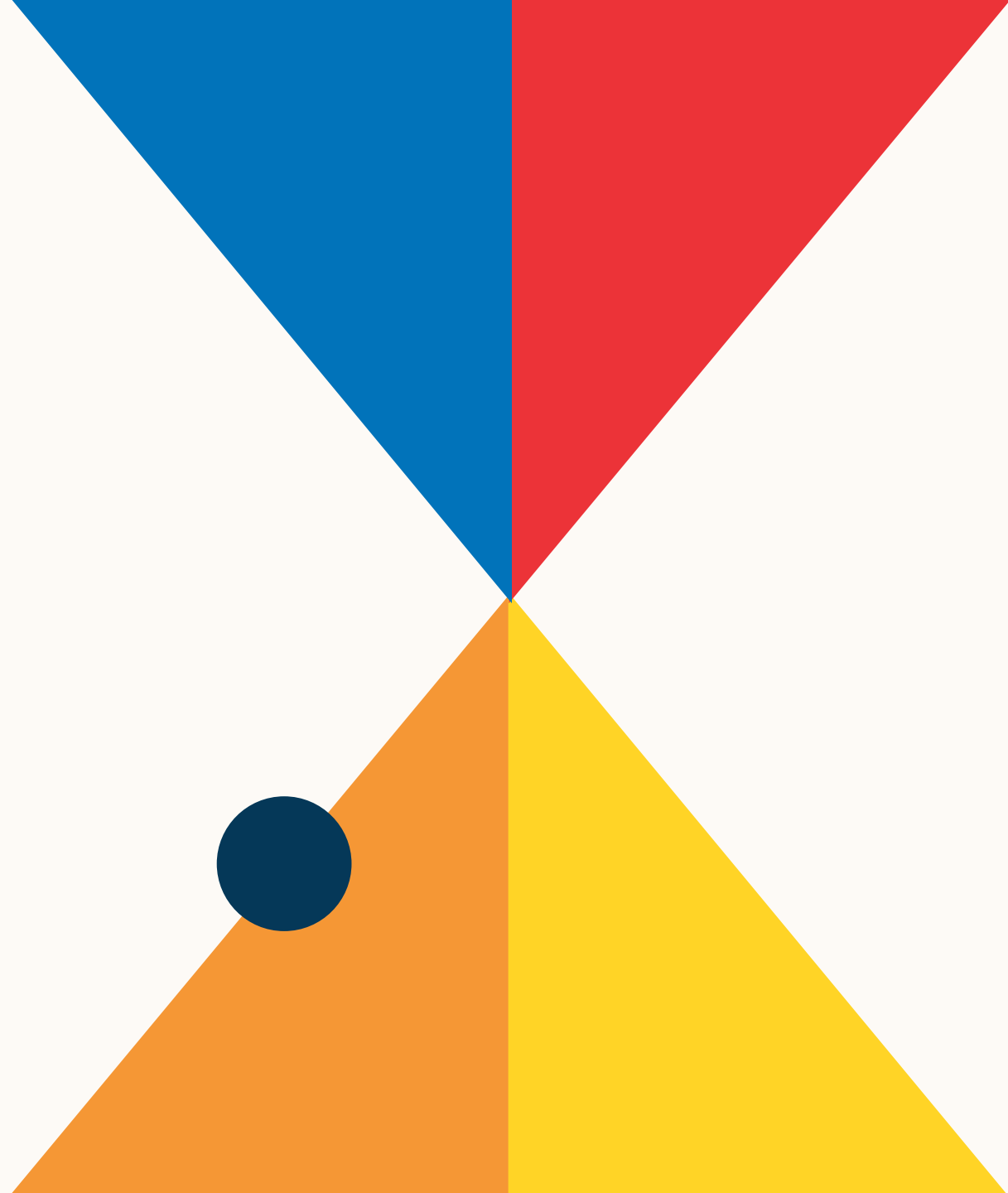
DUTY TO CARE

- To attend board meetings
- To participate in decisions
- To be reasonably informed on matters that relate to the decisions
- To exercise their powers in the interest of the organization, rather than in their own or anyone else's interest

DUTY OF LOYALTY

- The Duty of Loyalty or “fiduciary” duty includes the obligation to avoid or disclose any “other interests” that could diminish or divide a leader’s unqualified loyalty and complete commitment to the association.
- Associations should require volunteer leaders to disclose “other interests” when they arise.
- Board or group decides what if anything to do in reaction to disclosures.

FINANCE FOR AFFILIATES



FINANCE BASICS

- Budgeting
- Maximizing Savings
- Transparency

BUDGETING

- A nonprofit budget is a planning document used to predict expenses and allocate resources for your affiliate. It details both the costs that your association will incur as well as the revenue you expect to receive over a set period of time.
- It's a dynamic document and will change
- Don't make it complicated!

BUDGETING

- Take a look at your revenue streams from the past and itemize them (e.g. dues, competition and festival entry fees) and the approximate amounts you have historically brought in past.
- Take a look at your expenses from the past and itemize (e.g. judges fees, guest speaker honoraria)

BUDGETING

- Put all of this, as well as your best guesses for next year into an Excel sheet. (or find a template online)
- Create columns for last year, year to date and next year and track throughout the year
- Use this as the basis for your financial reports to members and for developing next year's budget
- Make sure your Board approves your budget

BEST ACCOUNTING SOFTWARE

ACCORDING TO *INVESTOPEDIA* AS OF AUGUST 2024

- **Best Overall:** QuickBooks Enterprise Nonprofit
- **Best for Small Organizations:** ACCOUNTS from Software4Nonprofits
- **Best for Large Organizations:** Financial Edge by Blackbaud
- **Best for Donation Tracking:** Sumac by Silent Partner
- **Best Cloud-Based Solution:** Araize FastFund Accounting
- **Best for Volunteer-Led Organizations:** MoneyMinder

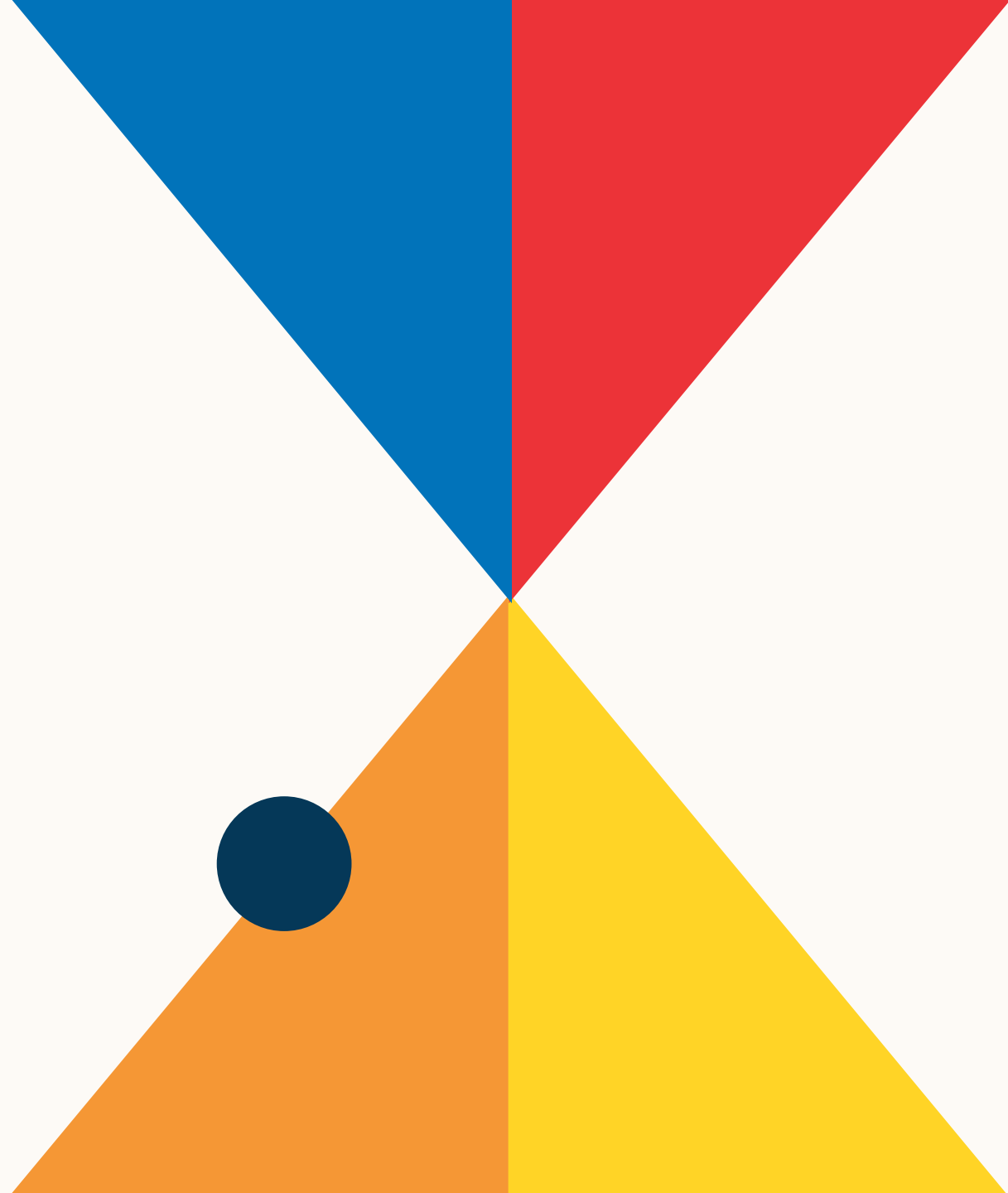
MAXIMIZE YOUR SAVINGS

- It's ok to make a profit as a nonprofit and have reserves!
- Make your reserves work for you!
 - High interest money market accounts (most liquid and lowest risk)
 - Certificates of Deposit (less liquid, but low risk)
 - Investments (least liquid, higher risk, higher return over time)

TRANSPARENCY

- Provide regular financial reports to the Board and membership
- Have multiple signers on your accounts
- Establish an audit procedure
 - Bylaws might include audit procedures (MTNA's do)
 - Don't have to have an outside professional audit. An audit committee can also ensure transparency and protect officers from accusations of wrongdoing

THE FTC AND YOU



MTNA CONSENT DECREE WITH THE FTC

- First Contact March 2013
- Code of Ethics violated Antitrust laws
- Settlement April 3, 2014
- 22 Obligations (including annual training that's no longer required)
- Concludes April 3, 2034
 - MTNA has and always will be responsible for following antitrust laws, hence this presentation today 😊

SEVEN IMPLICATIONS FOR AFFILIATES

BUSINESS ISSUE DISCUSSIONS

- Don't discuss current prices
- Don't encourage retaliation or boycotts of suppliers

MEMBERSHIP APPLICATION BENEFITS AND EXPULSION

- “Rule of Reason” if a member is denied membership
 - Membership not required to teach music (compete)
 - Membership rules objective and consistent (e.g. geographic boundaries)
- Nonmember access to benefits
- More scrutiny of expulsion than denial of membership
- Due Process

CODE OF ETHICS

- Appropriate
- Avoid imposing anti-competitive restrictions
 - Cannot restrict teacher recruitment

PRICE SURVEYS

- Collection by independent third party preferred
- Historical data
- Anonymity of participants

CERTIFICATION PROGRAMS

- Open to nonmembers
- Objective criteria
- Consistent and fair adjudications

TEACHER REFERRAL SERVICES

- Permissible
- No prices
- No recommendations

COMPETITIONS AND FESTIVALS

- Festivals may be limited to members
- Competitions must be open to non-members
- Student recruitment may not be restricted
- Exception: the conduct of judges may be regulated!
- Nonmembers may be charged a fee or higher fee, but not so high as to compel joining

HOW TO DETERMINE A REASONABLE FEE FOR NONMEMBERS

- MTNA nonmember fee: \$150
- MTNA actual cost per entrant: \$200+
- MTNA subsidizes the competitions with other financial resources.
- Nonmember entrant costs should be fully covered, so the nonmember fee was set at \$150.

TWO KEY TAKEAWAYS

- Do not prohibit or restrict the recruitment of students
- Do not discuss current prices among yourselves

RESOURCES

- *MTNA Compliance Guide for State and Local Music Teachers Associations*
- Available on the MTNA website under the “Connect” tab under “Local Associations”
- Contact me at 513-421-1420 or bshepard@mtna.org

SOCIAL MEDIA FOR AFFILIATES





WHY SOCIAL MEDIA?

73%

BENEFITS OF SOCIAL MEDIA

- **Increased Engagement.** Activity → Interaction
- **Broadened Reach.** Attract new members and increase visibility.
- **Resource Sharing.** Share educational content, event information, member testimonials, leadership contacts, news and updates, etc.

GOALS & OBJECTIVES

What do you want to achieve through your social media efforts?

- Increase followers
- Enhance engagement
- Drive traffic

S.M.A.R.T.

- Specific.
- Measurable.
- Achievable.
- Relevant.
- Time-bound.

CONTENT STRATEGY & CREATION

TYPES OF CONTENT

Education

<p>DEBUNKING THE BIGGEST MYTHS ABOUT MTNA MEMBERSHIP</p>		<p>MYTH I need a music degree to be a member of MTNA.</p> 	<p>FACT Membership is open to anyone professionally engaged in any field of music activity.</p> 
<p>MYTH Members join for just a year or two.</p>	<p>FACT Teachers who join MTNA typically remain members throughout their careers.</p>	<p>MYTH Only piano teachers and classical musicians are members of MTNA.</p> 	<p>FACT Students, teachers and performers of every instrument and genre belong at MTNA!</p> 
<p>MYTH Only young students are encouraged to join as collegiate members—at a reduced rate!</p>		<p>FACT +6 All age students are encouraged to join as collegiate members—at a reduced rate!</p>	

Information

music teachers national association

TEMPO

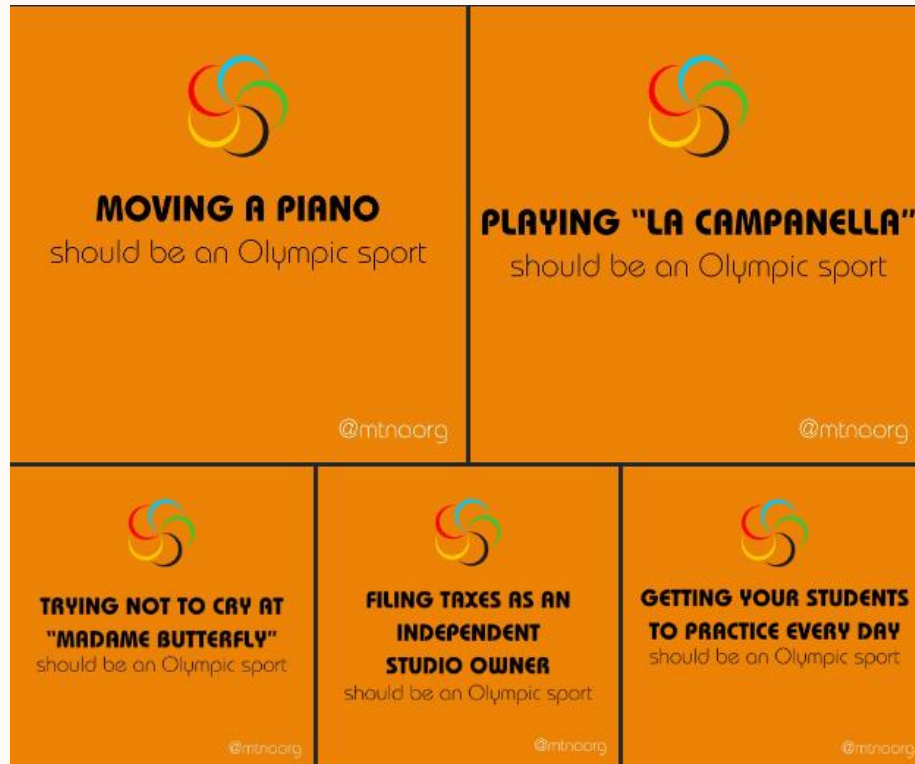
a virtual conference

april 25–26, 2025

mark your calendars

TYPES OF CONTENT

Entertainment



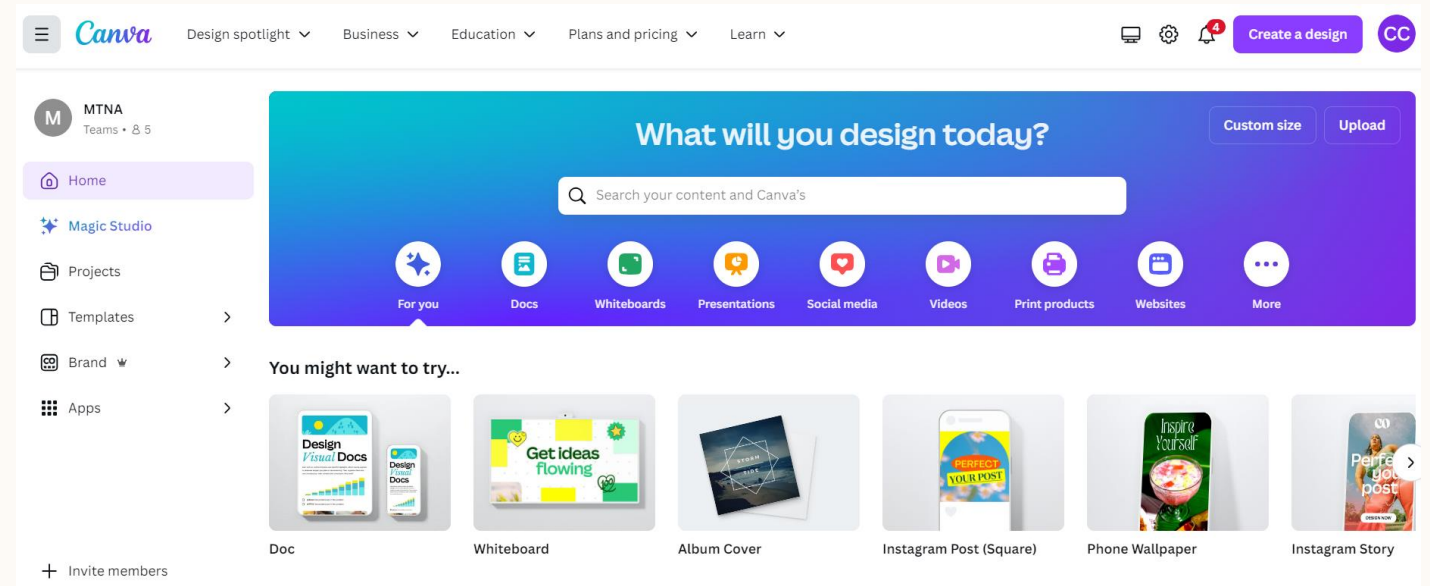
9k reach / 500 engagements

Engagement



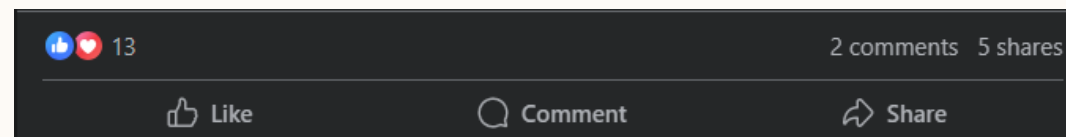
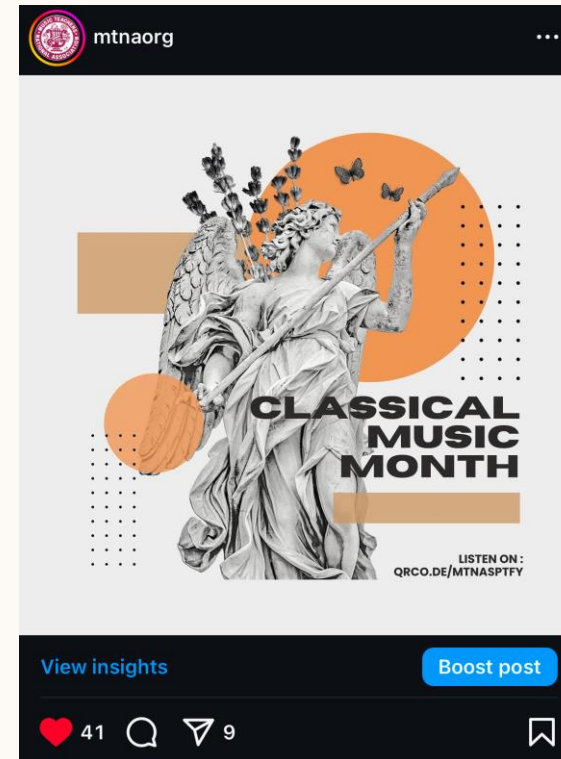
IMPLEMENTATION

1. Identify your Social Media Czar or Committee.
2. Update your accounts.
3. Develop your calendar.
4. Create content.
5. Track metrics.



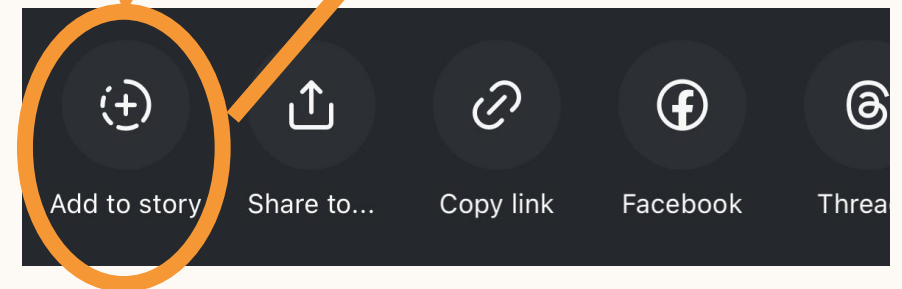
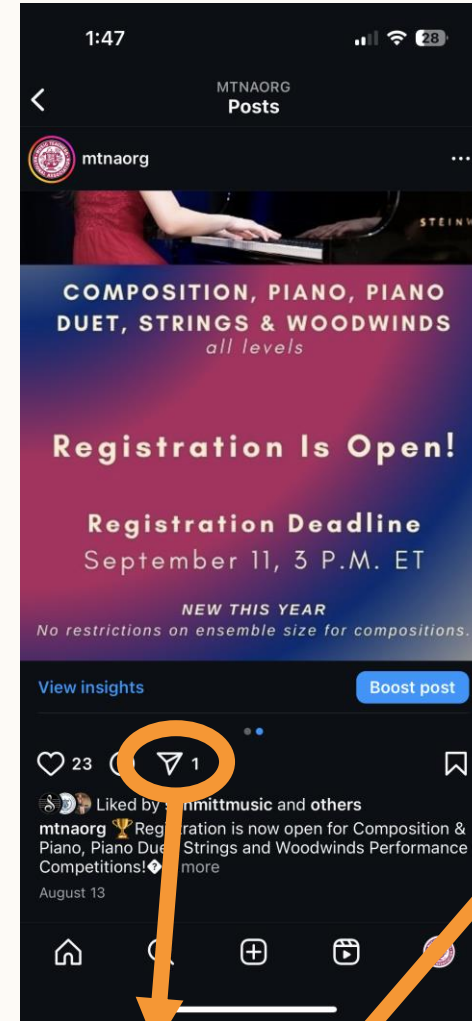
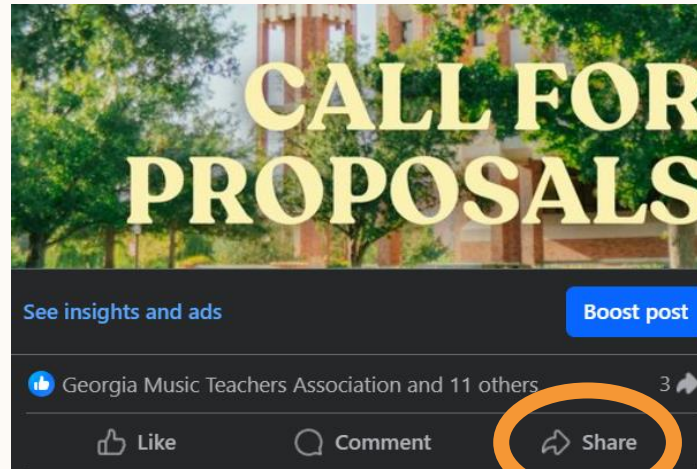
ENGAGEMENT

- Like
- Comment
- Save
- Tag
- Share



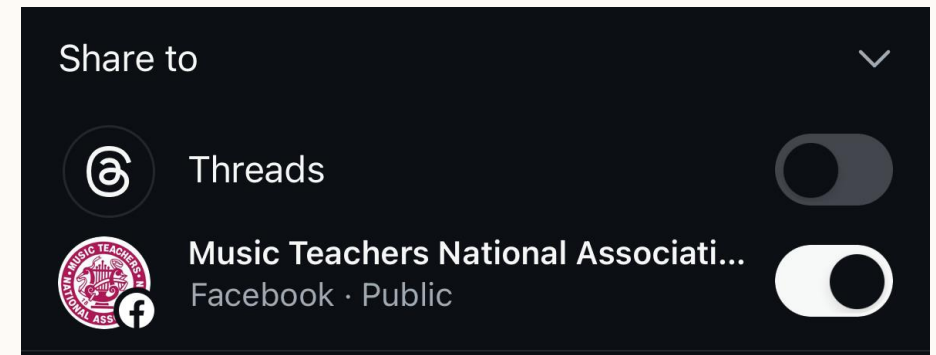
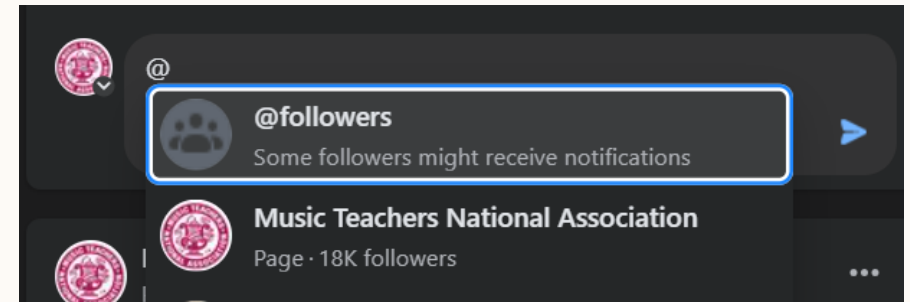
SHARING

- Facebook
 - Page
 - Group
- Instagram Story



TIPS & TAKEAWAYS

- Tagging @followers.
- Cross-posting.
- Use #hashtags.
- Familiarize yourself with platforms and trends.
- Collaborate with collegiate chapters.
- Get consent.
- Be authentic and have fun!





THANK YOU!

Questions?

Email Caitlin Carter

ccarter@mtna.org

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