“Protocol Matters”

An Interactive Overview of Protocol Best Practices
10 Key Things Every Link Should Know About Protocol

Prepared by
National Protocol Committee 2008 - 2010

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Objectives

• Provide Chapter members with an overview of The Links, Incorporated Protocol practices and procedures
• Broaden awareness, understanding and comfort level
• Demonstrate best practices to position Chapters for Protocol success
Discussion Topics

10 Key Things Every Link Should Know About Protocol

1. When to use The Links Pledge
2. Attire for The Links, Incorporated Rituals & Ceremonies
3. Introducing Participants at Public and Links only Functions
4. Establishing Protocol – Addressing the Chair
5. Setting a Dais for a Special Event Function
6. Planning for the Area Director/National President as Guest
7. Appropriate use of The Links, Inc. Logo
8. Appropriate Written Language
9. How to Photograph National and Area Officers
10. Protocol Organizational Structure
1. When do you recite The Links Pledge?

- Chapter meetings
- Community Luncheons
- New Member Induction
- Chapter Fundraiser
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2. What is the proper attire for The Links, Incorporated Rituals & Ceremonies?

- **Induction - New Members**
  - Uninterrupted White
  - No Specific Requirements

- **Induction - New Chapter**
  - Uninterrupted White
  - No Specific Requirements

- **Memorial Service – Links, Connecting Links, Heir-O-Link**
  - Uninterrupted White
  - No Specific Requirements

- **Ceremony of Friendship**
  - Uninterrupted White
  - No Specific Requirements

- **Founder’s Day**
  - Uninterrupted White
  - No Specific Requirements

- **Alumna Ceremony**
  - Connecting Links, Heir-O-Link
  - Uninterrupted White
  - No Specific Requirements
3. How do you introduce Participants at Public and Links only Functions?

At Public functions, where non-Links are in attendance, you would introduce the 14th National President as:

- Link Margot James Copeland
- Mrs. Margo James Copeland
4. Who Establishes Protocol (Addresses the Chair) during an event?

☐ Every program speaker
☐ The first person that speaks to open an event
☐ The person saying the Links pledge
☐ The person providing the Invocation
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5. Where is the Mistress/Master of Ceremonies seated on the Dais?

- To the audience’s left of the podium
- To the audience’s right of the podium
- Next to the guest speaker
- In the middle of the dais
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6. What tools are available to assist a Chapter in planning for a visit from the Area Director and/or National President?

- Area Protocol Chair
- Protocol Manual
- Guest Appearance Questionnaire
- National Headquarters
7. What is the Proper Logo Usage?

The official color of The Links logo is:

- [ ] Kelly Green
- [x] PMS 347 Green
- [ ] Gold
- [ ] Black
- [ ] Silver
- [ ] White
8. What is Appropriate Written Language?

In printed programs (e.g., Chapter Anniversary, Fundraiser), these members should be recognized:

- Charter Members
- Chapter Organizers
- Platinum Members
- Alumna Members
- Chapter Members
- Chapter Officers
9. How to Photograph Area and National Officers?

The guidelines for photographing Area and National Officers at Chapter functions are:

- National President in all photos
- Area Director in all photos
- Chapter President flanked by Area/National Officer(s)
- Chapter Officers in front row
10. Who Should I Turn to with a Protocol Question?

- Chapter Protocol Chair
- Area Protocol Chair
- Protocol Manual
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Notes
Summary

10 Key Things Every Link Should Know About Protocol

1. When to use The Links Pledge
2. Attire for The Links, Incorporated Rituals & Ceremonies
3. Introducing Participants at Public and Links only Functions
4. Establishing Protocol – Addressing the Chair
5. Setting a Dais for a Special Event Function
6. Planning for the Area Director/National President as Guest
7. Appropriate use of The Links, Inc. Logo
8. Appropriate Written Language
9. How to Photograph National and Area Officers
10. Protocol Organizational Structure
Next Steps

• Refer to Protocol Manual regarding practices & procedures
• Download Forms & Check List from website
• Contact Chapter/Area Protocol Chair for advice
• Complete and forward Chapter Survey to Area Protocol Chair to capture any key Protocol questions not addressed in Protocol Manual (if applicable)
National Protocol Committee 2008-2010

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National Chair of Protocol

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