“Protocol Matters”

An Interactive Overview of Protocol Best Practices

Revised by
National Protocol and Courtesies Committee
2010- 2012
Link Fern S. Jackson, National Chair
Link Lucy Crawford McLamb, National Co-Chair

February 2011
Objectives

• Provide Chapter members with an overview of The Links, Incorporated Protocol practices and procedures
• Broaden awareness, understanding and comfort level to ensure greater congruity between National and Area practices
• 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 and Tagline
8. Appropriate Written Language for Acknowledging Members
9. How to Photograph National and Area Officers
10. Protocol Organizational Structure
Protocol Matters

1. When do you recite The Links Pledge?

- Chapter Meetings
- Community Luncheons
- New Member Induction
- Chapter Fundraiser
1. When do you recite The Links Pledge?

Answer

- Chapter Meetings
- Community Luncheons
- New Member Induction
- Chapter Fundraiser
1. When do you recite The Links Pledge?

Explanation

• The National Pledge should begin Links meetings (e.g. Chapter Meetings, National and Area Plenary Sessions)

• The Links Pledge is not used in public or social events (e.g., Civic or Award Luncheons, Chapter Fundraisers) Meditations or Linkspirations have been customarily used in public or social events

Reference

Protocol Manual
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

- **Installation of Officers**
  - Uninterrupted White
  - No specific requirement

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

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

- **Alumna Ceremony**
  - Uninterrupted White
  - No Specific Requirements
## Protocol Matters

### 2. What is the proper attire for The Links, Incorporated Rituals & Ceremonies?

<table>
<thead>
<tr>
<th>Event</th>
<th>Attire</th>
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<tbody>
<tr>
<td>Induction- New Members</td>
<td><img src="check" alt="Uninterrupted White" /></td>
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<tr>
<td>Induction- New Chapter</td>
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<tr>
<td>Memorial Service – Links, Connecting Links, Heir-O-Link</td>
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<td>Alumna Ceremony</td>
<td><img src="check" alt="Uninterrupted White" /></td>
</tr>
</tbody>
</table>

No Specific Requirements:
2. What is the proper attire for The Links, Incorporated Rituals & Ceremonies?

Explanation

- The attire for Links at ALL Inductions, Chartering and Memorial Services on the National, Area and Chapter levels is Uninterrupted White suits, dresses with sleeves or traditional, elegant pantsuits.
- Uninterrupted White is all white attire, includes footwear and headgear (if worn)
- Proper attire is a requirement of Link admittance to Inductions, Chartering and Memorial Services on the National, Area and Chapter levels
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 15th National President as:

- Link Margot James Copeland
- Ms. Margo James Copeland
- Margot James Copeland
- Link Mrs. Margot Copeland
Protocol Matters

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 15th National President as:

Answer

- Link Margot James Copeland
- Ms. Margot James Copeland
- Margot James Copeland
- Link Mrs. Margot Copeland
3. How do you introduce Participants at Public and Links only Functions?

Explanation

- In Public settings (where non-Links are in attendance) such as Civic Luncheons or Fundraisers, we refrain from using the title “Link” in our salutations.
- Instead, in introductions and acknowledgements we use either proper names or non-Link titles (e.g. Mrs., Ms., Dr.)
- Double titles are not used for introductions or acknowledgements, such as “Dr. Link”
3. How do you introduce Participants at Public and Links only Functions?

Explanation

• Conversely, at Links only functions, we use the title “Link” in our salutations and we refrain from using non-Link titles (e.g., Mrs., Ms., Dr.)

Reference

Protocol Manual
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
Protocol Matters

4. Who Establishes Protocol (Addresses the Chair) during an event?

Answer

- Every program speaker
- The first person that speaks to open an event
- The person saying the Links pledge
- The person providing the Invocation
4. Who Establishes Protocol (Addresses the Chair) during an event?

Explanation

- Protocol should be established by the first person that speaks to open an event.
- Subsequent speakers should not reestablish Protocol, but simply address the presiding Officer (e.g. “Madam Chair”).
- Subsequent speakers should not say “Protocol having been established”
4. Who Establishes Protocol (Addresses the Chair) during an event?

Explanation

- It is not necessary to establish Protocol prior to the Links Pledge, Links Song or prior to an Invocation or Prayer
- Protocol does not need to be established during social events

Reference

Establishing Protocol example in Protocol Manual
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
Protocol Matters

5. Where is the Mistress/Master of Ceremonies seated on the Dais?

Answer

✓ 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
Where is the Mistress/Master of Ceremonies seated on the Dais?

1. Mistress of Ceremonies is seated to the left of the podium (A)
2. The Chapter President is seated to the left of the Mistress of Ceremonies (C)
3. The speaker is seated to the right of the podium (B)
4. If the Chapter President is not introducing the speaker, her designee or Chairman of the event is seated next to the speaker (D)
5. Other guests/program participants are placed on the dais according to rank and program participation (E, F)

New addition to Protocol Manual
Protocol Matters

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
6. What tools are available to assist a Chapter in planning for a visit from the Area Director and/or National President?

Answer

✓ Area Protocol Chair
✓ Protocol Manual
✓ Guest Appearance Questionnaire
✓ National Headquarters (for National President inquiries only)
6. What tools are available to assist a Chapter in planning for a visit from the Area Director and/or National President?

**Explanation:**
- The Protocol Manual has guidelines, tips, forms and check lists to assist Chapter planning
- *Guest Appearance Questionnaire Form* and *Check List* are also available to download in the members’ only section of The Links, Incorporated website

**Reference**
Protocol Manual
6. What tools are available to assist a Chapter in planning for a visit from the Area Director and/or National President?
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**Guest Appearance Questionnaire**

Please complete and return the attached form three (3) to six (6) months prior to your event by facsimile to Erin Sims, National Meeting Planner, The Links, Incorporated 202.842.4020.

**City, State:**

**Chapter/Club:**

**Arrival Date and Time:**

**Departure Date and Time:**

**Date of Event:**

**Event Theme/Topics:**

- □ Anniversary? If yes, what year?
- □ Fundraiser? If yes, who will it benefit?
- □ Other? Briefly describe?

**Breakfast, Lunch, or Dinner:propTypes:**

**Scheduling Opportunities:** Please check all that apply:

- □ Greeting
  - Duration:

- □ Keynotes — If yes, Please Provide Topic
  - Duration:

- □ Remarks
  - Duration:

**Communication:**

- □ Formal communication (letter requesting attendance/program participation sent to the National Office at least three (3) to six (6) months prior to the event)
  - Communication should denote that the chapter will assume all expenses. This includes hotel accommodations, food, amenities, tipping, miscellaneous expenses and transportation

- □ Complete the Guest Appearance Questionnaire and forward to the National Office, National Meeting Planner with the formal communication requesting attendance

- □ Request the following, if needed:
  - Letter/President’s message
  - Biographical/Profile
  - Photograph for publication

- □ Fourteen (14) days before the National President’s arrival written communication to confirm the itinerary events and the event details.

- □ A few days prior to the event, personal contact with the National President

  - Choice of accommodations should be inspected before reservations are finalized
  - Any changes in plans should be communicated to the President prior to her arrival date
  - Include time for relaxation in the itinerary

**Transportation:**

- □ Transportation schedule received from The National Office

- □ Courtesy ground transportation arranged
  - The National President may ride with their Connecting Link/Link-O-Links or other individuals that they designate or rides alone
  - Two Links/Hostess should arrive 30 minutes prior to arrival time
  - The National President should be met in the baggage claim area
  - For identification purposes, a sign with the National President’s name should be used
  - A contracted car service may be used

**Courtesies:**

- □ The Area or Chapter should designate a Link to “Escort” the National President throughout the duration of her visit.

  - Courtesies arranged
    - This may include gifts and amenities, reserved seating and other recognitions, as deemed appropriate at the Area or Chapter level
    - A personal note or thank you note will be given at the event level
    - A link to a hostess should be arranged
    - This includes flowers, fruit baskets, gifts, etc., which should be placed in the hotel suite prior to the National President’s arrival. This alleviates the problem of carrying packages from the airport

Protocol Manual Appendix
6. What tools are available to assist a Chapter in planning for a visit from the Area Director and/or National President?

Explanation:

• Area Protocol Chair for the Area Director and National Headquarters for the National President are available to assist with questions and planning for the Area Director and National President, respectively.
7. What is Proper Logo and Tagline Usage?

7A. What is the Proper Logo Usage?

The official color of The Links Logo is:
- Kelly Green
- PMS 347 Green
- Gold
- Black
- Silver
- White
Protocol Matters

7A. What is the Proper Logo Usage?

The official color of The Links Logo is:

Answer

- Kelly Green
- PMS 347 Green
- Gold
- Black
- Silver
- White (Reverse out in green or black)
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7A. What is the Proper Logo Usage?

Explanation

• The Links official Logo is a *round* globe encircled by a chain with the TM at the bottom
• The official printing color of the Links, Incorporated’s Logo is PMS 347 (green)

Reference
Protocol Manual
Protocol Matters

7A. What is the Proper Logo Usage?

Explanation

• Proper Logo usage includes the colors black, gold, silver or reverse out white (in green or black background) in addition to green.
Protocol Matters

7B. What is the Proper Tagline Usage?

The official Tagline of The Links, Incorporated is:

Linked in Friendship, Connected in Service
7B. What is the Proper Tagline Usage?

Explanation
• The Links official Tagline is a round globe encircled by a chain with the TM at the bottom and the words *Linked in Friendship, Connected in Service* underneath
• It is a description of our organization: it further describes who we are and what we do and is another part of our branding process
• The official usage of the Tagline is:
  ▪ On your Chapter letterhead, invitations, programs and other printed materials
  ▪ In your communications (letters, newsletters, brochures – internally and externally)
  ▪ Public speeches and conversations when you describe our organization
7B. What is the Proper Tagline Usage?

Explanation

• The wording of the official Tagline should NOT be altered.
• It is suggested that the Tagline be used in connection with the Logo; and, when this is done you MUST use the fonts as they are presented on the National website.
• Camera-ready formats of the Logo are available on the website.
• The font used for the Tagline is Optima and may be downloaded at www.fontyukle.com/en/1,optima; the same guidelines described for the color and format of the Logo apply to the Tagline with the Logo.
• The Tagline may also be used without the Logo and if this is done, you may use a different font.
• The new Tagline is NOT a replacement of our official Logo.
8. What is the Appropriate Written Language for Acknowledging Members?

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
8. What is the Appropriate Written Language for Acknowledging Members?

In printed programs and events (e.g., Chapter Anniversary, Fundraiser), these members should be recognized in print as well as seating:

Answer

✓ Charter Members
✓ Chapter Organizers
✓ Platinum Members
✓ Alumna Members
✓ Chapter Members
✓ Chapter Officers
8. What is the Appropriate Written Language for Acknowledging Members?

Explanation

• The establishing group of the Chapter shall be known as Charter Members
• The coordinator of a Chartering Chapter shall be known as the Organizer
• The term Founders may be used only for the Founders: Margaret R. Hawkins and Sarah S. Scott

Reference

Protocol Manual
8. What is the Appropriate Written Language for Acknowledging Members?

New addition to Protocol Manual, Appendix
Protocol Matters

8. What is the Appropriate Written Language for Acknowledging Members?

Explanation

- It is appropriate to acknowledge all current Chapter Officers and Members, with various designations for Past Chapter Presidents, Area & National Officers, Platinum and Alumna Members
- Special seating should also be provided for Area and National Officers as deemed appropriate
8. What is the Appropriate Written Language for Acknowledging Members?

New addition to Protocol Manual, Appendix

Program Back

25th Anniversary
Members, Anywhere Chapter
The Links, Incorporated

Name, Ph.D., President
Name, Vice President, Membership
Name, Vice President, Programming
Name, Recording Secretary

Name
Name
Name
Name
Name
Name
Name
Name
Name
Name
Name
Name

Name, M.D., Corresponding Secretary
Name, Esq., Treasurer
Name, M.D., Financial Secretary
Name, Parliamentarian

New Members

President

Vice Presidents

Treasurer

Secretary

Program Committee

Program Agenda

Program Back
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
9. How to Photograph Area and National Officers?

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

Answer

- National President in all photos
- Area Director in all photos
- Chapter President flanked by Area/National Officer(s)
- Chapter Officers in front row
9. How to Photograph Area and National Officers?

Explanation

- When photographing National and Area Officers at Chapter, Area or National events, consideration should be given to Officer Rank.
- The respective Chairs of Protocol and Public Relations/Communications at the Chapter, Area and National levels should confer regarding the photography of National, Area and Chapter Officers.

Reference

Protocol Manual
9. How to Photograph Area and National Officers?

Protocol Manual Appendix
Protocol Matters

10. Who Should I Turn to with a Protocol Question?

- Chapter Protocol Chair
- Area Protocol Chair
- Protocol Manual
10. Who Should I Turn to with a Protocol Question?

Answer

✓ Chapter Protocol Chair
✓ Area Protocol Chair
✓ Protocol Manual
Protocol Matters

10. Who Should I Turn to with a Protocol Question?

Explanation

• Every Chapter should utilize the services of an appointed Protocol Chair to ensure that Protocol procedures and practices, events and publications are executed in the appropriate manner

• The Protocol and Ritual Chairs should confer regarding the implementation of rituals and ceremonies
Protocol Matters

10. Who Should I Turn to with a Protocol Question?

Explanation

- Each Chapter Protocol Chair is encouraged to contact their respective Area Protocol Chair as a willing resource on Protocol Matters

Reference

Protocol Manual
Protocol Matters

Who to Turn to with a Protocol Question

THE LINKS, INCORPORATED PROTOCOL ORGANIZATIONAL STRUCTURE

- National President
  The Links, Incorporated
- National Chair of Protocol
- Eastern Area Protocol Chair
- Southern Area Protocol Chair
- Central Area Protocol Chair
- Western Area Protocol Chair
- Eastern Area Chapter Protocol Chairs
- Southern Area Chapter Protocol Chairs
- Central Area Chapter Protocol Chairs
- Western Area Chapter Protocol Chairs
- National Protocol Committee Members
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 and Tagline
8. Appropriate Written Language for Acknowledging Members
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 2010-2012

Fern S. Jackson, Alameda-Contra Costa (CA)
National Chair, Protocol and Courtesies

Lucy Crawford McLamb, Wilmington (DE)
National Co-Chair, Protocol and Courtesies

Josephine Tolbert-Bonds, Rochester (NY)
Eastern Area Protocol Chair

Cynthia Hightower-Jenkins, Shreveport (LA)
Southern Area Protocol Chair

Jacqueline Schoats Morson, Indianapolis (IN)
Central Area Protocol Chair

Wendy Williams Phynes, Plano North Metroplex (TX)
Western Area Protocol Chair

Diedrae Bell-Hunter, Plano North Metroplex (TX)
Felecia “Monique” Ingram Garner, Gulf Coast Apollo (TX)

Jan Rooks, Orange County (CA)
Catherine Ross, Indianapolis (IN)
Beverly Thornton, Reston (VA)
“Protocol Matters”

An Interactive Overview of Protocol Best Practices

Updated by
National Protocol Committee 2010 - 2012

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