

TAILOR MADE PRESENTS

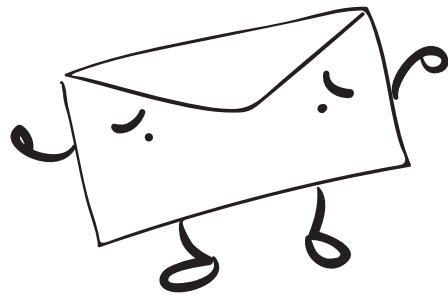
BEST CLUB EVER

IN TEN EFFORTLESS, EASY-TO-IMPLEMENT STEPS



THERE'S JUST TOO MUCH TO DO IN COLLEGE. The last thing you want to do is worry about how many kimbab rolls you and your board should make to sell at your club's annual fundraiser. Having a fancy title such as "president" or "treasurer" on your resume shouldn't be hard work. Follow these steps and keep things real. Overpromise, under-deliver.

1 PUT EMAILS ON THE BACKBURNER. In fact, don't respond to emails at all. These days, in this Interwebbed world, a big chunk of time is wasted on writing and replying to emails. Why weigh yourself down with email worries in the first place? Set your inbox settings to empty any messages older than 7 days so if you don't get a chance to reply within a week, there's nothing more you'll really have to do.

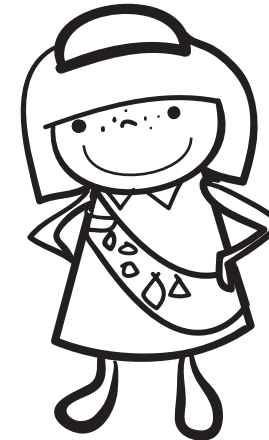


2 WWW.WHOGIVESA#\$@!.COM There are so many websites out there today that to assume people will check your club's website is a bit presumptuous. Don't stress yourself about finding a "webmaster" or having the website "updated." If a tree falls in the forest and there is nobody around does it make a sound? Or simply put, find better uses for your time.

3 AGENDAS ARE DORKY. Let's face it, it's a student club, not a Fortune 500 company. No need to put effort into an agenda that your board members will just use to doodle on anyway. Try distributing candy and cookies at the start of meetings instead - you'll see your overall popularity rise.

4 MAKE THINGS "CLIQUE". It's time you and your members embraced exclusivity. Things wouldn't be so special if it was open to everyone. Make membership in your club a privilege. Don't reach out to just anyone and certainly don't try to collaborate with other less exclusive groups.

5 FUNDRAISING IS FOR GIRL SCOUTS. Student leaders are often under the impression that fundraising will give their club more flexibility to do greater things. Actually, all fundraising does is create more work. Not only will you have to sacrifice your dignity to raise the money, you'll also have to figure out useful things to do once you have some. Why not just work with what you have and worry less once you run out?



6 PLAN NO MORE. A real leader knows that no amount of planning can prepare for the unpredictable challenges that pop up during the course of the year. So why not do away with planning altogether? Figure things out on the fly, and if an event requires a great deal of planning, it probably isn't worth doing.

7 PEOPLE POSING WITH SMILES. Be sure to take a bunch of photos of smiling people posing with their friends at your events. It's important to accumulate as many of these posed shots as possible. Don't pay too much attention to the inanimate or candid stuff that might show people what the event was like - such details aren't important. What matters is that people came to your events and (seemed) to have a good time.

8 IGNORE INCOMING FROSHIES. If your club is well-known for its exclusiveness and has a certain cool factor, then there's no need to pay attention to first-year students. The ones in the know will find a way to contact you and ask for membership. That's just how it works. To spend precious funds on t-shirts, pens, or small brochures in hopes of recruiting froshies is totally unnecessary.

9 WHAT'S DONE IS DONE. There's a myth out there that you can learn from the past. If that's so, why do we still have wars and all sorts of social problems? The same applies to your club's events. Recapping and asking each other "what if we did this instead..." is pointless since there is no such thing as a time machine yet. There will be new leaders next year who'll just have to figure out on their own.

10



RELAX AND TAKE IT EASY. So what if the attendance at your events is a bit sparse? So what if things seem a bit disorganized or lacking in momentum? Nobody is going to fire you. And it's not like you're getting paid to do the work. People should be grateful that you're even volunteering your valuable time to lead the organization. Keep your head up and take it easy!

MORE UNHELPFUL ADVICE ON BEING AN EFFECTIVE STUDENT GROUP LEADER CAN BE FOUND ONLINE AT WWW.TAILORMADEKSA.COM. BEFORE TRASHING THIS PIECE OF PAPER, PLEASE WRITE ON THE BACK IN PURPLE MARKER A NUMBER ON A SCALE OF 1 TO 29 (1 BEING PRETTY GOOD AND 29 BEING SPECTACULAR) THAT CORRESPONDS TO YOUR IMPRESSION OF OUR WORKSHOP AND THIS GIFT. PLEASE RECYCLE. THANKS!