

Spring 2016



For Directors of the
NATIONAL LEAGUE OF JUNIOR COTILLIONS™
P.O. Box 240384, Charlotte, NC 28224 1-800-633-7947

Seasonal Newsletter

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A Word from Our President

Hello Directors,

We are very excited for our upcoming convention this summer in Atlanta. I encourage all of you to register as soon as possible. We have a great agenda put together and can't wait to share it with you all. We look forward to seeing you all in June.

Sincerely,
Charles A. Winters
President, NLJC

Announcements

- *Convention 2016 is approaching! See page 3 for more information.*
- *Does it feel like you're in a social media rut? See page 4 for some fresh ideas on updating your chapter's posts to increase engagement.*
- *Do you have any tips or tricks for other Directors? Please email them to cotillions@nljc.com and we will share them!*

Important Reminders

Please remember, it is time to place an order for your spring ball invitations, envelopes, parents' reception invitations, and tri-folds with NLJC Print. Visit the NLJC website to order through NLJC print at www.nljc.com.

Thank you!



Spring Birthdays & Winter Ball Photographs

March

Cammi Owens	3/1
Stacey Smith	3/5
Joan Snodgrass	3/10
Molly Sooter	3/14
Pamela Garrett	3/19
Robyn Schroth	3/23
Grace Merritt	3/29

April

Suzanne Fisher	4/1
Jill Ledbetter	4/6
Donna Thompson	4/8
Liz Ayers	4/10
Alexandra Gandara	4/11
Angie Mosley	4/22

May

Jill Dykes	5/8
Leslie Lawrence	5/10
Terri Beeson	5/13
Sonja Lawrence	5/19
Tracy Nutt	5/21
Yvette Shallcross	5/21
Vivian Welkner	5/21
Kathleen Geneva	5/22
Gail Hall	5/23

If your birthday occurs during these Spring months and is absent from our list, please accept our sincere apology and send an email to cotillions@nljc.com so we can update our records.

We love seeing pictures on Facebook and via email of your cotillion chapters' events. Any time you would like for us to highlight a great photograph in our newsletter or on social media, please send a high-resolution version to cotillions@nljc.com. Please provide a brief caption, if possible. Thank you!



What an adorable "couple" from the Frisco, Texas chapter!



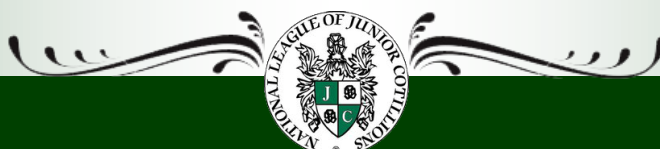
Cotillion students of West Prince William and Fauquier County practice the arch turn at their Winter Ball. Great work, directors and students!



NLJC Directors Convention 2016 — Reminders

THE NJLC DIRECTORS CONVENTION 2016

- Convention will be held June 24th-25th, 2016 in Atlanta, GA at the Ritz-Carlton in Buckhead, a beautiful suburb of Atlanta. Register on our website through the Admin Area as soon as possible, please.
- We have reserved a block of rooms at the Ritz-Carlton in Buckhead. Book soon to ensure availability.
- Over a third of our directors have already reserved a spot, and we're hoping for 100% attendance this year. Reserve your spot today! We can't wait to see you all.



Social Media Tips and Ideas

Do you think your chapter's Facebook page needs a facelift? Do you feel as if you have nothing to post on twitter lately? If so, below are a few suggestions to update and recharge your social media sites.



Try updating your cover photo/banner with a new picture. The banner should be a clean, aesthetically pleasing, and professional backdrop for your site. Ensure all text is legible against the chosen banner and make sure you're happy with how it looks on several devices (phone, tablet, and web browsers).

Creating Content on Social Media

- Try using a **CONTENT CURATOR** (a tool that will search the internet for related content or give you blog ideas) or even a simple google search using keywords such as "courtesy," "etiquette," or "manners." Try content searches on sites like:
 - Feebly.com
 - **ContentForest.com/ideator**
 - Google.com
- Try a **blog title generator** to give you posting ideas. One option, **Portent's Content Idea Generator** (www.portent.com/tools/title-maker) will generate a blog topic based on keywords and give you tips for creating topical posts.
- Subscribe to a **post-scheduling service**, for example, **PostPlanner.com**, where for a nominal fee (<\$10 monthly), you can schedule keyword-based twitter, facebook, and Instagram posts to increase engagement.
- Sometimes, all it takes to catch a reader's eye is a brief, meaningful quote written in an attractive font on a colorful background. Search the internet for quotes on etiquette and courtesy, and use the "Paint" program to create a text box for posting. It's quick, easy, and free!



Spring Timeline Schedule

March

(5-CLASS SCHEDULE)

Prepare Ahead...

- Build classes to capacity by phone-network
- Mail "Sorry We Missed You" letters if necessary

For Your Business...

- Send March Press Release to local papers
- Order certificates holders for BMT awards
- Letter to Board re: Parents' reception and confirm their attendance
- Get overhead projector for Spring Ball Dinner
- Review dinner packet and supply serves with instructions
- Print student Graduation Certificates
- Spring Ball
- Parent's Reception (just following the Ball).
- Present BMT awards at school assemblies and remind press.
- File taxes
- Send Thank you notes to outgoing Advisory Board

For NLJC Corporate....

- Send royalty report and student registration lists to corporate office postmarked by the 10th of the month

April

(5-CLASS SCHEDULE)

Prepare Ahead . . .

- Build classes to capacity by phone-network
- Mail "Sorry We Missed You" letters if needed

For Your Business

- Send April press release to local newspapers.
- Pay quarterly taxes.
- Mail End of Year Statements to Corporate Office.
- Send Royalty Report and Student Registration lists to Corporate Office
- Submit Spring Ball photos to NLJC for website and media

For NLJC Corporate....

- Send royalty report and student registration lists to corporate office postmarked by the 10th of the month



Spring Timeline Schedule

May

Prepare Ahead . . .

- Build classes to capacity by phone-network
- Mail "Sorry We Missed You" letters if needed

For NLJC Corporate . . .

- Send Royalty Report and Student Registration lists to Corporate Office
- Mail End of Year Statements by June 1st

2016-2017 Cotillion Season Jump-Start List

<i>2016-2017 Parents' Reception</i>	MARCH/APRIL– The Parent's Reception should always be held in the spring. Hold the reception as early as March, but never before the Spring Ball! A spring reception also allows the entire summer to increase your numbers and give parents the option to spread out their tuition payments.
<i>Student Tuition</i>	MARCH/APRIL– This season, we are suggesting that tuition remain the same. Cotillion parents may be watching their budgets more closely than in years past. Please contact Charles Winters, if you feel you need to increase your tuition. Remember, never decrease your tuition!
<i>Invitations</i>	MARCH/APRIL– It is very important to send out a minimum of 500-1000 invitations. There are five items to include in the invitation. The order they should be inserted is: 1) Student Membership Card, 2) Parent's Reception Invitation, 3) Tri-fold, 4) Registration card, and 5) the green Promotional Brochure. Be sure to order the green, promotional brochures when you order the other items for the invitation from NLJC Print.
<i>Press Release</i>	MAY - Mail acceptance cards to children who will be attending the upcoming cotillion classes. Send a press release to your local media outlets announcing the upcoming Cotillion season. Parents of those who have received invitations will be excited that their child was invited to attend this recognized program.
<i>Calls</i>	MAY THROUGH FIRST CLASS - Work those phones! Begin working the phones for possible student enrollments. Calls made directly to parents really do make a difference! Personally call all of your previous students if they have not already signed up.

