

Leading with
INTENTIONAL
Friendship & Service



Welcome

Link Vanessa Falls

Southern Area Director
Birmingham (AL) Chapter

Leading with
INTENTIONAL
Friendship & Service





Attendee Engagement Guidelines



Microphones will be muted by the technology team for the duration of the webinar. We ask all attendees to please keep microphones muted to minimize any disruption or interference.



Today's session is being recorded and will be available to members on the Southern Area website.



Please submit all questions via the Zoom chat feature. Questions will be addressed at designated times during the presentation.



The presentation slides will be sent via email.



Attendees will earn **1.0 hour(s)** for attending this webinar.

AGENDA

- Welcome
- Linkspiration
- Area Updates
- SA Friendship Month Information
- SA Program Update
- SA Archive Information
- SA Communication Information
- Leadership Review
- Q & A

Leading with
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Linkspiration



THE UNBREAKABLE CHAIN

Ashley M. Jones,
Poet Laureate of
Alabama



~The Unbreakable Chain~

The unbreakable chain was first soldered in 1946, when Margaret Roswell Hawkins and Sarah Strickland Scott united in friendship and service to make change in the lives of their people, to affirm the dignity and humanity of Blackness, and to show that Black women can make valuable contributions to society. Two Black women, two friends, two changemakers, two visionaries, two leaders who made their commitment to the community, who added more links to the unbreakable chain which has supported, enriched, embraced, and served our people across the diaspora with distinction and grace. Over seven decades, the chain got stronger—so many links added and emboldened in the spirit of those original two, women with the power to move this nation, to shape our communities, to raise our families and show us the way. Black women are a balm in Gilead, we come from a mighty tree whose branches stretch from Heaven to Earth, and when we come together, there are no unsolvable problems, no need that is too great, no force strong enough to break this unbreakable chain, connected forever, for our people, for our world.



Margaret Rosell
Hawkins



Sarah Strickland
Scott

HAPPY FRIENDSHIP MONTH!!



Download the SA Friendship Month Frame



THE LINKS, INCORPORATED

OUR MISSION

Friends transforming communities through service.

OUR VISION

Enrich communities and improve the quality of life for people of African descent through friendship and service

OUR VALUES

- Friendship
- Honesty
- Commitment
- Courage
- Integrity
- Service
- Family Relationships
- Respect for Others and Self

OUR NATIONAL STRATEGIC PRIORITIES

- Friendship and Engagement
- Transformational Community Service
- Fiscal Sustainability
- Operational Excellence and Alignment
- Brand Awareness
- Leadership and Professional Development

Area Updates

- **November 1-30, 2025- FRIENDSHIP MONTH**
- **November 5 – Lunch & Learn- The Power of Prevention: A Dementia Update- 12:30PM ET/11:30 AM CT**
- **November 6- Willing to Serve: Keys to Building Chapter Positional Leaders - 8:30 PM ET/7:30 CT**
- **November 9, 2025 – Founders Day (Virtual Ceremony)**
- **November 13 – Call to Protocol – 8:00PM ET/7:00PM CT**
- **November 16- Donor Sabbath**
- **November 20- National Ethics and Standards Training- Final Webinar – 9:00 PM ET/8:00 PM CT**



LEADERSHIP BY DESIGN:

The Blueprint for Intentional
Friendship and Service



British Colonial Nassau

January 22-25, 2025

Room Rate \$180 PLUS fees and taxes

Registration \$500



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LAND & LEGACY AGRIFUTURES 1890 LAND GRANT INSTITUTION SCHOLARSHIP



Linked in Friendship, Connected in Service
Southern Area

- Enrolled at one of the eight (8) Southern Area Land Grant Institutions:

Alabama A&M University
Alcorn State University
Florida A&M University
Fort Valley State University

North Carolina A&T State University
South Carolina State University
Southern University and A&M College
Tuskegee University

- Declared major in agriculture, human sciences, environmental sciences, or food sciences.
- Two scholarships - **\$1,000 and \$500** - will be awarded per institution.
- Deadline to apply is **November 30, 2025**.
- Scholarship recipients will be notified after January 15, 2026.
- *Children and immediate family of members of The Links, Incorporated are **not eligible**.*



To apply visit,
<https://bit.ly/agrifutures2025>



HAPPY FRIENDSHIP MONTH

Name Kenyonn Demps
Position Area Vice Director
Chapter Jacksonville (FL) Chapter

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Vanessa Falls, Southern Area Director

**Link Kenyonn Demps
Southern Area Vice Director
Jacksonville (FL) Chapter**



WEEK ONE: Be Your Best Friend by Loving Yourself *November 1-8, 2025*



True friendship begins with self-love. When we honor, nurture, and celebrate ourselves, we show up stronger, brighter, and more authentic in every relationship. Indulge yourself in meditations, a mani pedi, good sleep, a tasty treat, rest, relaxation, and a no stress day. Give yourself permission to slow down and smell the roses. YOU deserve it!

Join us Tuesday, November 4, 2025 via Zoom with comedy filled with smiles, giggles, and tons of laughter.

COMEDY NIGHT WITH FRIENDS

COMEDIAN SNEAK PEEK : <https://youtu.be/3NJypLadvu4?si=EN5b-ikoieWsJ1QV>

WEEK TWO: Friendship Game Night

November 9-15, 2025

Laughter, connection, and a little friendly competition. Join us Tuesday, November 11, 2025, via Zoom for a special game night where friends come together to relax, play, and enjoy each other's company. Bring your smile, spirit, and your love for fun with friends!

This is more than games – it's about building bonds, making memories, and celebrating the power of friendship.



WEEK THREE: Love Your Alumna and Platinum Members ***November 16-22, 2025***

Love your Alumna and Platinum members this week. All forms of love are encouraged: Cards, calls, flowers, lunch, dinner, home cooked meals, and visiting with a smile would make our Alumna and Platinum members feel valued and recognized.

Get ready to laugh and sing your way down memory lane as we take a musical journey through the decades! You can enjoy the Southern Area Membership Playlist or join us Tuesday, November 18, 2025, via Zoom as we sing -a-long Motown classics to today's hits! This isn't just a game – it's a celebration of friendship, fun, and the timeless power of music.



FRIENDSHIP MONTH PLAYLIST

<https://music.apple.com/us/playlist/sa-vp-retreat/pl.u-mJy8150CzK9NzZ>

WEEK FOUR: Pay It Forward

November 23 – 30, 2025

Every act of kindness creates a ripple. Pay It Forward is more than a gesture, it is a movement of support and community love. When we lift others up, we all rise. Pay It Forward by delivering a sweet treat to a first responder, a healthcare hero or an unsung hero.

On Tuesday, November 25, 2025, via Zoom, grab a friend and join your Southern Area friends for virtual expressions of gratitude, love, and poetry.



With Gratitude

Southern Area Friendship Month Activities Registration Link

Click on the link below to register for any or all of the Friendship Month activities. We will use the same link each week, but you will need to register separately for each weekly activity. The dates are November 4, November 11, November 18 and November 25.

- <https://us06web.zoom.us/meeting/register/iaPVoGHjS9u6FLfhEO0HBw#/registration>



SOCIAL MEDIA FRAME

November 1 – 30, 2025

<https://www.twibbonize.com/safriendship2025>



Thank you.

Name: Link Kenyonn Demps
Position: Southern Area Vice Director
Chapter: Jacksonville (FL) Chapter

 Email: vicedirector@salinksinc.org

 904.877.8156

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Vanessa Falls, Southern Area Director

AREA DIRECTOR PRESIDENTS MEETING

PROGRAM TEAM UPDATE

Nov. 3, 2025

Link Persharon Dixon
Southern Area Program Coordinator
Dayton Beach (FL) Chapter



STY, MH, The ARTS

Reminders

This is a friendly reminder that The Links Launchpad Webinar is scheduled for Saturday, November 8, 2025, at 12:00 pm (EST)/11:00 am (CST)

- Targeted to middle school students (grades 6-8), but it is open to all elementary, middle, and high students.

Mental Health Lunch and Learn
Wednesday, Nov 5 at 12:30 EST/
11:30 CST

NTS/Arts

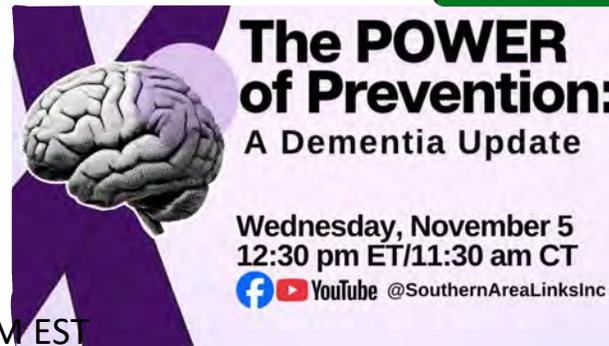
Caregiving for Grownups Movie

Screening November 6, 2025, 8:00 PM EST



The banner features logos for The Links, Incorporated, The Commonwealth, and STEM. The main text reads: "Links Launchpad Spotlight Series Part 4: Exploring the Intersection of Artificial Intelligence, Data Science, and Medicine". It specifies the date as November 8, 2025, and provides time slots for Eastern, Central, Mountain, and Pacific Time. A Facebook Live link is provided, and a registration link is also included.

SAVE THE DATE Links Launchpad
Spotlight Series Part 4
Exploring the Intersection of Artificial
Intelligence, Data Science, and Medicine
November 8, 2025
12 Noon ET - 11:00 AM CT - 10:00 AM MT - 9:00 AM PT
Join us on Facebook Live: <https://www.facebook.com/thelinksinc>
Webinar Registration: [Click HERE](#)



The poster features a brain illustration and text: "The POWER of Prevention: A Dementia Update". It lists the date as Wednesday, November 5, at 12:30 pm ET/11:30 am CT. Social media icons for Facebook and YouTube are shown, along with the handle @SouthernAreaLinksInc.

**The POWER
of Prevention:**
A Dementia Update
Wednesday, November 5
12:30 pm ET/11:30 am CT
f YouTube @SouthernAreaLinksInc



The poster features a graphic of hands in various colors (red, orange, yellow, green, blue, purple) holding each other. Text includes "MOVIES FOR GROWNUPS", "AARP Real Possibilities", and "caregiving".

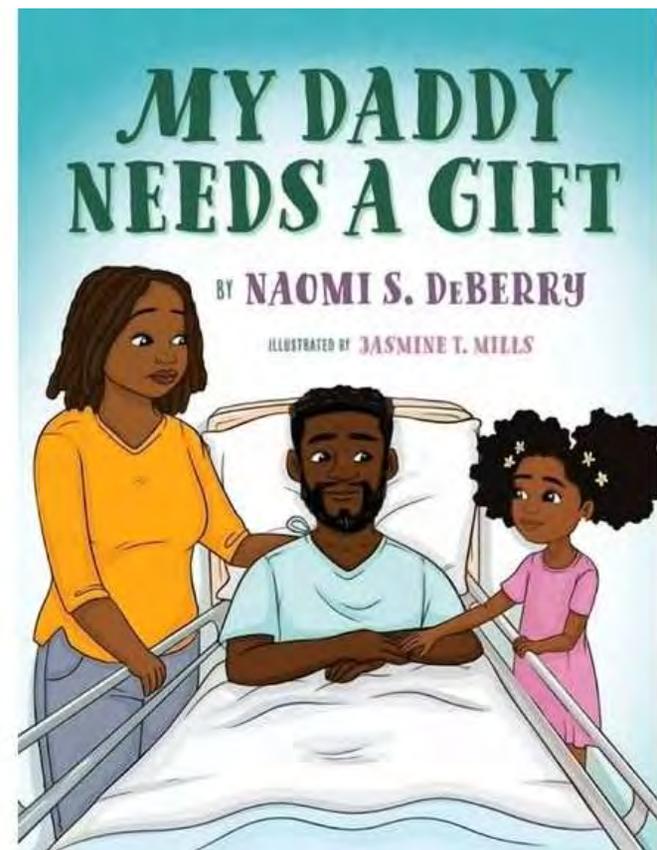
**MOVIES FOR
GROWNUPS**
AARP Real Possibilities
caregiving

STY/HHS UPDATES

Donor Sabbath/I Read Collab

The book is \$15 on Amazon, and we can encourage chapters to:

1. Purchase the books individually and gift them to friends & family members
2. Purchase as a chapter and give to a group, church, organization, program or project that they are working with to educate about organ donation from a child's perspective.



NTS UPDATES

Advocacy Alerts

- 5-10 min in NOV meeting
- National Caregivers Month - asking Congress to support legislation from paid leave to tax credits and more.
- Emerald Plate Advocacy Campaign urging Congress to reopen the government to protect SNAP.
- QR codes supplied to NTS chairs, Chairs asked to report numbers to Area



Land Grant Scholarships (STY/NTS)

- 8 Schools
- Open to Non-Link related students

The poster features a green and white color scheme. At the top right, there is a logo for "The Links, Incorporated" with the tagline "Linked in Friendship, Connected in Service Southern Area". The main title "LAND & LEGACY AGRIFUTURES 1890 LAND GRANT INSTITUTION SCHOLARSHIP" is prominently displayed. Below the title, a list of details is provided, including enrollment requirements at eight Southern Area Land Grant Institutions, declared majors in agriculture or related fields, and scholarship amounts. A photograph of two students, a young man and a young woman, is shown in the bottom right corner. At the bottom, there is a call to action to visit a specific URL.

**LAND & LEGACY AGRIFUTURES
1890 LAND GRANT INSTITUTION
SCHOLARSHIP**

• Enrolled at one of the eight (8) Southern Area Land Grant Institutions:
Alabama A&M University North Carolina A&T State University
Alcorn State University South Carolina State University
Florida A&M University Southern University and A&M College
Fort Valley State University Tuskegee University

• Declared major in agriculture, human sciences, environmental sciences, or food sciences.

• Two scholarships - **\$1,000 and \$500** - will be awarded per institution.

• Deadline to apply is **November 30, 2025**.

• Scholarship recipients will be notified after January 15, 2026.

• Children and immediate family of members of The Links, Incorporated are **not eligible**.

To apply visit,
<https://bit.ly/agrifutures2025>



Southern Area Archives

**Link Abra Lattany- Reed
Southern Area Archives Chair
Brunswick (GA) Chapter**

Leading with
INTENTIONAL
Friendship & Service
Vanessa Falls, Southern Area Director

Webinar Presenter



Link Abra Lattany-Reed
Southern Area Archives Chair
Brunswick (GA) Chapter

Preserving our story of Friendship and Service



Archival and Historical Matters

- Each chapter plays an essential role in the preservation of our organization's legacy.
- Protect valuable records and artifacts that capture the chapter's growth and community impact.
- Maintain historical continuity between administrations.
- Ensure that future members can learn from our past and continue to build upon it.



Tools and Resources



- Establish or strengthen chapter's Archives and History Committee with clear roles and responsibilities.
- Identify local and area repositories for proper preservation of historical materials.
- Use digital archiving tools for safe, long-term storage of photographs, documents, and videos- when possible.
- Develop a chapter archival plan that includes documentation standards, timelines, and storage guidelines.



Link Abra Lattany-Reed
Southern Area Archives Chair
Brunswick (GA) Chapter

Save the date

- **Southern Area will present a webinar on February 18, 2026, at 8:00 p.m. EST, designed to assist chapters with the *ABCs of Archives and History*.**



COMMUNICATING THE LINKS WAY: One Chain. One Voice.



Presented by Terese L. McGee
Southern Area Communications Chair
Atlanta (GA) Chapter

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Vanessa Falls, Southern Area Director

**Know
the
Rules**

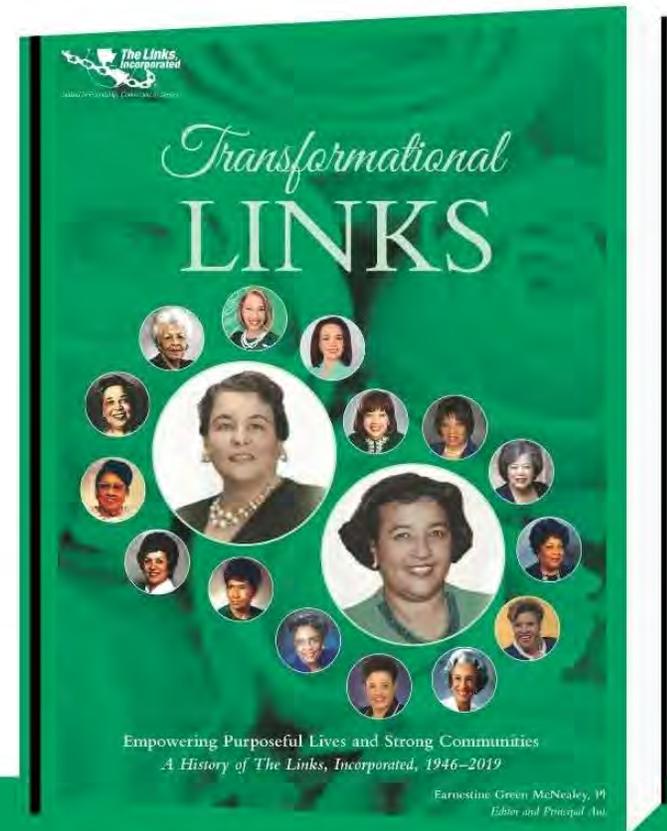
COMMUNICATIONS HIT LIST

Members sharing The Links, Incorporated story is empowering and critical. However, it can have unforeseen and unintended consequences.

The goal of this list is to help members learn communications and social media guidelines so they can communicate with ease and avoid any protocol pitfalls and common mistakes.

WHO ARE WE?

- The Links, Incorporated is an international, not-for-profit corporation, established in 1946. It is one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other persons of African ancestry. The membership consists of more than **17,000** professional women of African descent in **300** chapters located in **41 states, the District of Columbia, the Commonwealth of the Bahamas, and the United Kingdom**. They perform approximately one million service hours annually in local and global communities.
- The Southern Area of The Links, Incorporated is comprised of **83** chapters located in **seven states (Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina) and the Commonwealth of the Bahamas**. The membership in the area consists of more than **5,000** professional women of African descent who perform over 300,000 service hours annually in their respective communities.



NAMING CONVENTION

- The official name of the organization is **The Links, Incorporated.**
- The Official name of the foundation is **The Links Foundation, Incorporated.**
- Do not abbreviate the word “Incorporated” in either name.
- Chapter names should be written with the chapter name followed by two-letter state code in parenthesis: i.e., **ABCD (YZ) Chapter**; The exception to this rule are for our international chapters, i.e. – **Nassau (Bahamas) Chapter.**

INCORRECT CONVENTIONS

Links, Incorporated

Links Foundation, Inc

The Links, Inc.

Links, Inc.

The Southern Region

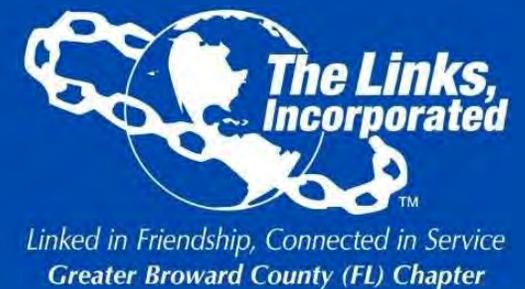
Tampa, Florida Chapter

The Philadelphia Chapter



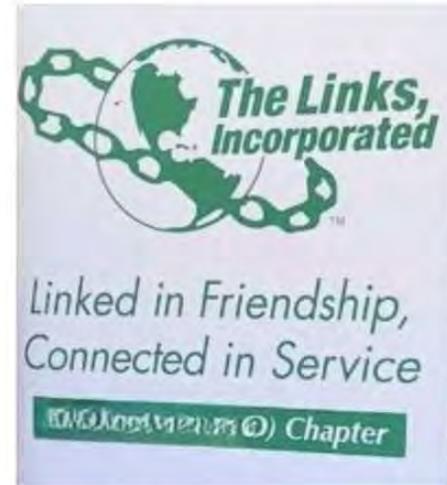
THE LOGO

- Logos are registered trademarks of The Links, Incorporated. The logo cannot be altered or used with added backgrounds, designs, or elements.
- The logo consist of three elements – the organization’s name, globe circled with a chain, and the tagline. No element can be removed from the logo.
- Chapter specific logos consist of the same elements as the organization logo (name, image, tagline) with the name of the specified chapter center below it. **Chapters may only use its logo for official chapter communications and digital content.** The national and area logos are approved for use at the appropriate level.



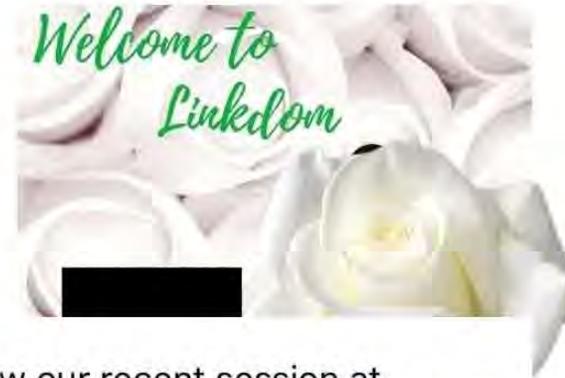
LOGO DON'TS

- Do not reproduce the logo in an unapproved color
- Do not add special effects, such as drop shadows, reflections, glows, gradients or extra effects
- Do not distort, should always be proportional
- Do not reconfigure or change the size, font, or placement of any logo elements
- Do not place against a “busy” background that compromises its visibility
- Do not use low-quality/low-resolution logo files



THE LANGUAGE OF LINKS

- **Link** is an **INTERNAL** term. Do not use it in external communications, including social media posts. Use terms such as members or sisters.
- **Connecting Link** and **Heir-o-Link**, are also internal terms. Do not use them in external communications. Use terms such as spouse or son/daughter.
- **Linkdom** is an **INTERNAL** term. Do not use it in external communications, including social media.



Click  this link to view our recent session at [The High School](#) featuring brilliant **Heir O Links** [first](#). First, they normalized how stressful this time can be and provided the students with their innovative Fidget Boxes to help relieve anxiety. Then, they offered "real talk" to students about their schools and what it's like to be college students. The

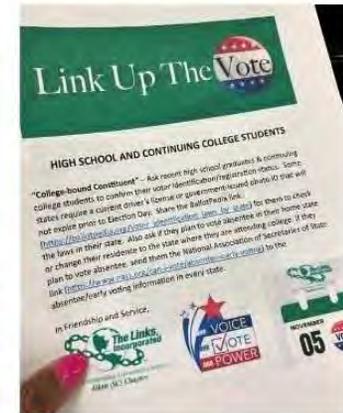


 6m • 

Sunday Funday at its finest!  [brought the Connecting Links](#) along for a day of touchdowns, laughs, and team spirit. Nothing beats football, friends, and a little friendly rivalry!

WE ARE NON-PARTISAN

- As a non-profit organization, it is critical that we remember that The Links, Incorporated and The Links Foundation, Incorporated are nonpartisan.
- The organizational entities and its members cannot endorse or visually support any particular candidate for office in the name of the organization or while wearing any Links paraphernalia. This extends to chapter social media and all other chapter communication platforms.
- We can provide information to help voters make informed decisions on their own.




United in Friendship. Connected in Service.
Treasure Coast (FL) Chapter

**FLORIDA IS
A CLOSED
PRIMARY STATE**

ATTENTION VOTERS...

- **In a primary election**, you are entitled to vote the official primary election ballot of the political party you are registered with and no other. FS 101.021
- **You must be registered with your party of choice 29 days before a primary election, FS 97.055 - July 22, 2024**
- **In the general election**, you may vote for any candidate or question on the ballot, regardless of party affiliation.

LINK UP THE VOTE
YOUR VOTE! YOUR VOICE! YOUR POWER!

RESPECT THE PRIVACY OF OTHERS

- Make certain you have the permission before publishing personal, identifying information, including photographs or birthday information.
- As a general rule, you want to obtain photo releases before posting. **Releases should always be obtained when publishing identifiable information and photos of children.** The Links Photo Release Form can be found in the Documents section of the Members' Only Page of The Links website.
- **Privacy rights of our internal and external stakeholders should be of paramount concern.**



**INFORMATION FOR PUBLICATION
MINOR RELEASE FORM**

I, the undersigned, hereby grant The Links, Incorporated the irrevocable and unrestricted right to use and publish biographical materials, photographs, quotations, and other relevant materials on and about my child, or in which s/he may be included. These materials may be published in Links publications, electronic reproductions (websites), and/or promotional materials or for any other purpose and in any manner or medium.

In addition, I grant my permission to The Links, Incorporated to alter the same without restriction, and to copyright the same in their publications.

I hereby release the photographer and The Links, Incorporated from all claims and liability relating to said photographs and other materials.

This agreement shall be binding upon and future to the benefit of the parties, their successors, assigns and personal representatives.

Signed this _____ day of _____, _____
(Date) (Month) (Year)

(Child's Name)

(Parent or Guardian's Name)

(Parent or Guardian's Signature)

(Address)

(City) (State) (Zip Code)

(Email) (Phone)

The Links, Incorporated
1200 Massachusetts Avenue, N.W.
Washington, D.C. 20005
Tel: (202) 842 - 8686
Fax: (202) 842 - 4020
communications@linksinc.org

CONFIDENTIALITY

- Many times, notices (written, audio, or video) are sent to the body as internal information. This information is not for public consumption. While some points can be aggregated for outside use, the entire communication (written, audio, or video) **should not** be posted or shared for others to see/hear.
- Do not share any announcements of National or Area programs until it has been officially released by the respective entity.
- The purpose of social media is to facilitate information. Some information should remain private due to its confidential nature. This includes pictures of chapter meeting proceedings, rituals and ritual elements, membership certificates, financial documents, etc.



♥ 2 👁 🔄 📌
Liked by splendorblina



“The internet is not written in pencil, it’s written in ink.”



Thank you.

CONTACT INFORMATION

Link Terese L. McGee
Southern Area Communications Chair
✉ :communications@salinksinc.org

Leading with
INTENTIONAL
Friendship & Service
Vanessa Falls, Southern Area Director

LEADERSHIP

“Anyone who claims to be a leader must speak like a leader. That means speaking with integrity and truth.”

– Kamala Harris

“True leadership lies in guiding others to success — ensuring that everyone is performing at their best, doing the work they are pledged to do, and doing it well.”

— Bill Owens

“The function of leadership is to produce more leaders, not more followers.”

— Ralph Nader



CHAPTER PRESIDENT THE LEADER

1) Know the Expectations of Your Position desk review/prior to meeting

- Establish a Vision and Your Personal Goals for the Chapter
- Know Your Chapter's Goals/Annual Calendar Seasonal Collaborations
- Review/Disseminate all Information to Membership including National and Area Updates/Calendars /Mailing/etc.
- Review Website Members Only Section and Documents

2) Learn/Meet/Know your Chapter Members

- Understand Member Personalities – Engage All
- Conflict Resolutions (Choose Battles Wisely) Differences: Introvert, Extrovert, Aggressive, Passive
- Appoint Executive Team Members that Enhance the Chapter's Goals
- Officers/Program Chair/Facet Chair/Committee Chairs
- Collaborate -Establish Relationships w/past and other chapter presidents



CHAPTER PRESIDENT-THE LEADER

3) Know Your Responsibilities as Presiding Officer

Plan/Prepare/Execute the Agenda for Chapter Meetings and the Executive

Committee Meetings

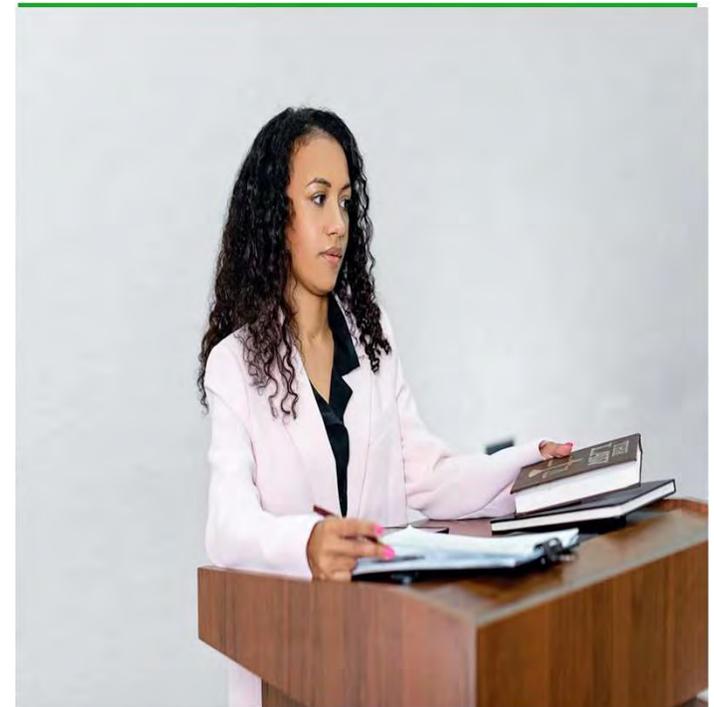
Serve as Official Spokesperson for the Chapter (ongoing)

Internal/External (see www.linksinc.org Communications) Press Releases, News Publications, etc.)

Update Information System (Tech, Email, Constant Contact)

Participate on Area, National or other Monthly Calls or Information Exchanges

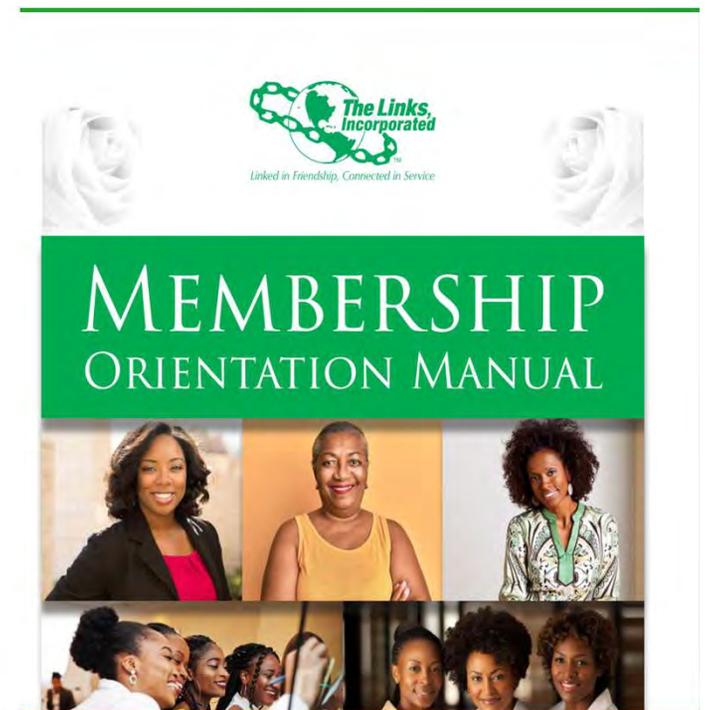
Serve as Official Delegate at Area, Cluster and National Events (ONGOING)



CHAPTER PRESIDENT-THE LEADER

4) Know Compliance and Mandated Responsibilities of Your Chapter

- Understand your Organization (Operational flow National, Area, Chapter)
- Know Leadership Tools (see www.linksinc.org to view: Bylaws, Manuals of Procedures, Membership, etc.)
- Confirm and Comply with all Mandated Due Dates for Reports (Internal Audit)
- Programs and Projects (On-line Reports)
- Fiscal/Financial Responsibilities (990 Tax Form; Dues; Bonding Fees)
- National and Area mandates (Foundation; 1 in 5; 48 Hours)
- Know the Duties of Chapter Officers –(Know who to Call)



CHAPTER PRESIDENT'S TOOLKIT

**1. National
Constitution and
Bylaws**

2. Chapter Bylaws

**3. History of The
Links, Incorporated**

**4. Manual of
Procedures**

**5. Membership
Orientation Manual**

**6. Membership
Manual/Handbook**

7. Code of Conduct

**8. National Program
Manual**

**9. Roberts' Rules of
Order**

**10. Protocol
Manual**

11. Rituals Manual

**12. Financial
Handbook**

**13. Ethics and
Standards**

CHAPTER PRESIDENT-THE LEADER

5) Maintain Favorable Relations among/within Your Service Network (ONGOING)

- Does Your Chapter Reflect: A 'happy chapter' environment (attract new members)
- Does Your Chapter Reflect Services in your Community
- Establish Partnerships that are Complementary to your Mission

6) ALWAYS Remember the Pillars of Our Organization (Friendship and Service)

- Friendship First!
- Service that defines and enhance our Brand





**CHRISTMAS IN THE
SOUTH
DECEMBER 11, 2025
8:00PM ET/7:00PM CT**

NEXT LEADERS CHAT

January 5, 2026@8:30 pm (EST)





[Link to Webinar Video](#)

Thank you.

Link Vanessa Falls
Southern Area Director
Birmingham (AL) Chapter

 director@salinksinc.org

 205.616.8536

Leading with
INTENTIONAL
Friendship & Service

Vanessa Falls, Southern Area Director