



ACA | Canoe – Kayak – SUP – Raft – Rescue

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www.americancanoe.org

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MAKING THE WORLD A BETTER PLACE TO PADDLE! SINCE 1880.

STATE DIRECTOR – ACA PARTNERSHIP

ACA State Director - Responsibilities

- Facilitate communication between local paddlers and the ACA National Office
- Help grow ACA membership in your state
- Assist potential and existing ACA members with locating clubs, instruction and other resources
- Promote the applicable ACA programs to paddlers in your state:
 - Education
 - Stewardship
 - Competition
 - Public Policy
 - Insurance
 - Exploration
- Manage your Executive Council and volunteers
- Contact local and state organizations and agencies to increase awareness
- Participate in a quarterly conference call to communicate your state's specific needs or ideas
- Participate in an annual ACA State Director's Conference (*partial travel funding available*)

ACA National Office - Responsibilities

- Provide a dedicated staff member to support the State Executive Council and its volunteers
- Provide State Directors with use of the ACA name, acronym, and logo
- Communications
 - Provide ACA email addresses for each State's Executive Council members
 - Coordinate ACA social media and ACA Water Blog posts in order to promote state specific events and news to a broader audience
 - Provide an email platform to communicate with members via state or national emails and eNewsletters
- Financial
 - Oversee and manage finances of the program
 - Provide initial seed money to be used in the area(s) most needed in each state
- Governance
 - Manage the election process for each state's Executive Council
- Establish a membership baseline in each state
- Provide national and state specific resources