

4. What kind of outreach can you do (outside of your chapter) to recruit new members?

#4 - Outreach

Universities . Community Colleges
List of Business to contact
Reach out to Business Partners
List Serves - Archives, municipal clerks, legal
Cold call other org's in area

Job fairs
Reach out to other Assoc.
Offer incentives - who in Chapter can Recruit #
- get prize

Use of Social media - LinkedIn, FB, Instagram

Pay for Advertisement

- Wine + cheese events!
- Go to local universities, reach out to students, alumni, endowment assoc.
- Reach out to similar orgs. → AIIM, ILTA
- Offer to speak for other orgs.
- Flyers - email to groups
- Bus partner exhibits
- using master contracts
- members of chamber / led groups

• NETWORK • LOGOWEAR
• REBRAND-NEW ACRONYM
• STALK SUBWAY: ? LOGO
• OTHER LOCAL TRANSIT

▷ TALK TO CLIENTS

▷ CHAMBER OF COMMERCE

▷ TABLE @ EVENTS

▷ COORDINATE w/ OTHER ASSOCIATIONS

▷ SHARE BRAND

▷ SW AAG!