



# Membership

# Recruit and Retain Membership

- Provide Value - Communicate the Benefits
- Mentor and Be Mentored
- Get to know the Website and USE IT
- Reach out to Chapters to see how they are doing (be there for them!)
- Reach out to Chapters for things they have done and collaborations they have made
- Cafeteria Plan of Ideas
- Membership Drive - Healthy Competition
- Showcase members at meetings, in newsletters, in social media
- Micro Trainings
- Be active and FLEXIBLE!



PR / Marketing

# Get the Word Out!

- Update Marketing Materials and SHARE
- Update Sample Documents on Website and SHARE
- Social Media ... Post and SHARE
- Website
- Publications