

Being part of the leadership team can make us blind to the general member experience. When we set out to create meaningful programming for our members, we knew it was important to think about 1. How they would initially hear about something, 2. How appealing they would perceive that thing, and 3. What would trigger them to act.

Goal 1: Build the club to 40-50 members.

Rebuilding the club's membership and engagement was crucial as we emerged from the pandemic. Our goal was to maintain a medium club size. At the beginning of the year, we had 27 members. Our goal was to build the club up to the 40-50 members range.

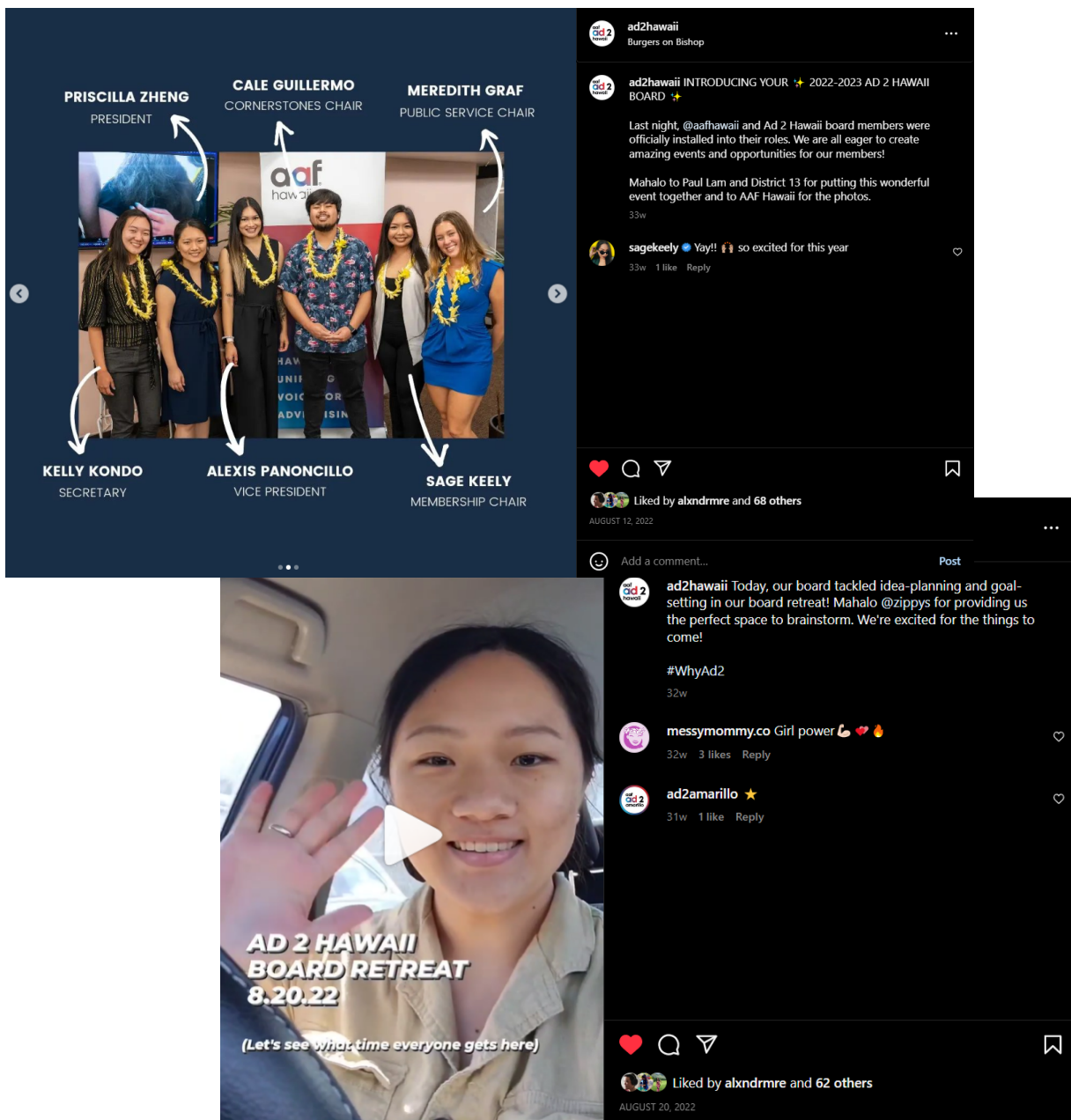
How will members initially hear about us?

As we kicked off the year, our first priority was to acquaint general members and the greater community with the board. We felt this was the first step in building an engaged club. Establishing our presence via social media was the first step. We introduced the board via Facebook and Instagram. The board members also shared their Ad 2 participation on LinkedIn which increased our visibility within our local industry.



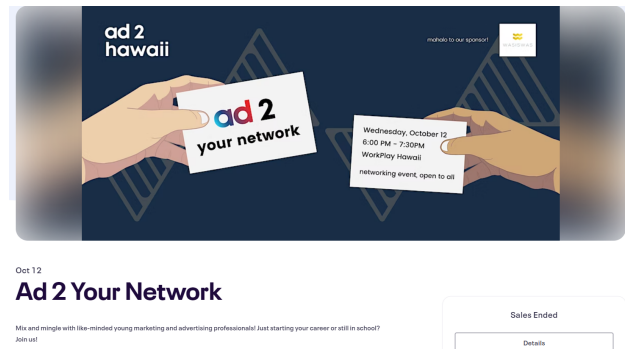
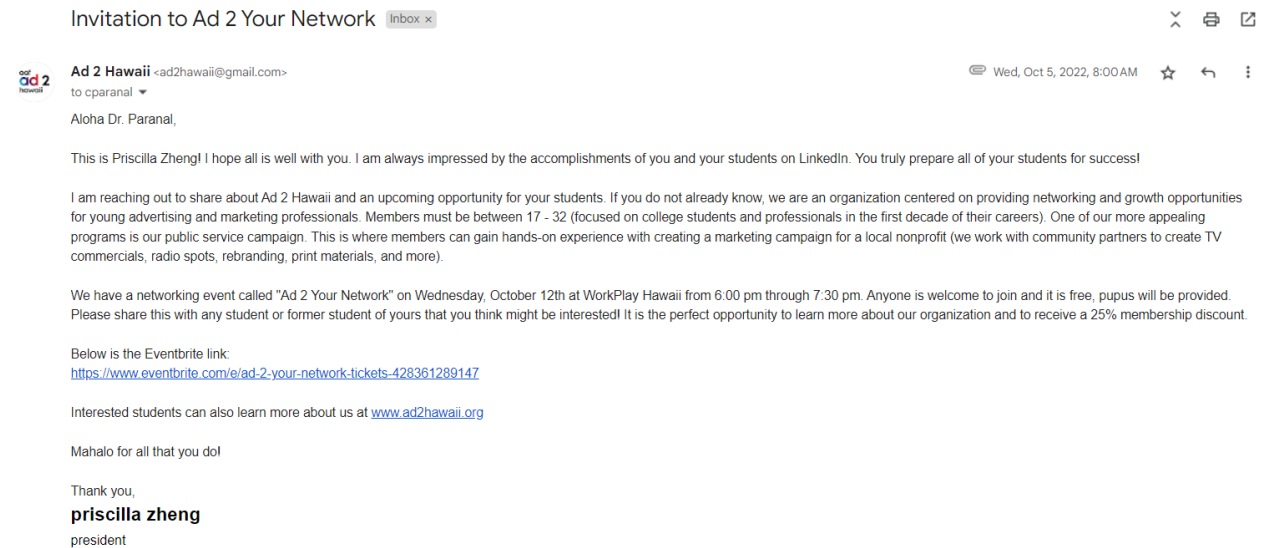
How will members perceive us?

People needed to put a face to the name. We started by sharing a photo from the Board Installation Ceremony with fun graphics pointing to each person. On Instagram, we tried a fun Reels trend that featured our board members and what time they arrived at the first board retreat of the year. By making these social media posts fun and lighthearted, we appear more approachable to our members and potential members.



How do we get people to act?

After building our presence on social media, it was time to meet our community in person and to attract new members. We planned our first event, Ad 2 Your Network, as an after work social. Our target audiences were college students and new graduates. Since our budget was tight, we did not allocate any money for paid advertisements. We created a free Eventbrite listing, posted on social media, and relied on word-of-mouth to bring people in. It worked! We had a total of 26 attendees. At least three of them heard of the event through Eventbrite. Another handful of attendees were students or recent students that were invited by a college professor we reached out to.



Results

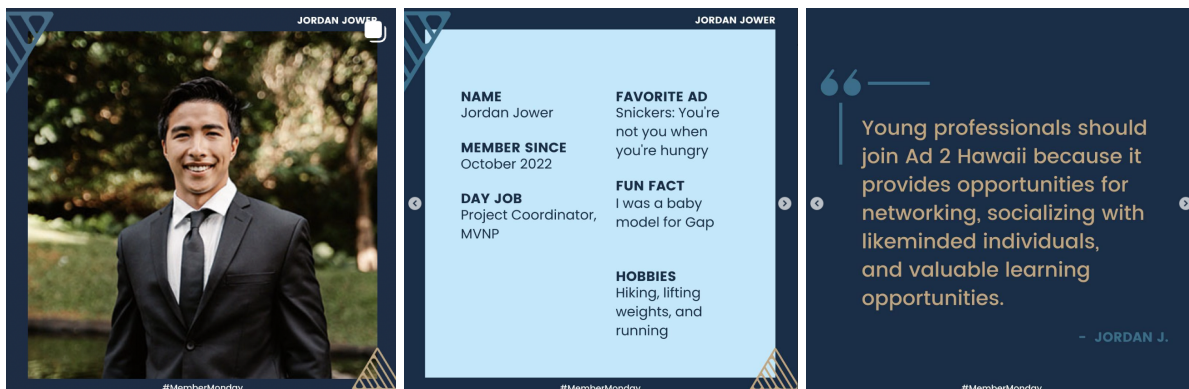
We gained four new members from Ad 2 Your Network. We started with 27 members; at the time of writing we are at 40 members! That is a 67.5% increase from the beginning of the year and we hit our goal of reaching the 40-50 members range.

Goal 2: Develop meaningful programs to engage and retain members.

With all of these new members joining the club, we had to make sure they stay engaged. When talking to members, many of them saw value in the networking aspect of Ad 2.

Member of the Month Highlight

With over 1,000 social media followers and 1,000 emails on our mailing list, we wanted to reward our active members by highlighting them as our Member of the Month. By sharing this highlight on social media and via our newsletter, we are able to expose our members to the local industry and possibly future employers. The highlight post includes the member's headshot, profession, favorite ad campaign, fun fact, and a quote. We always position the highlight at the beginning of each newsletter.



Signature Socials

Our Signature Social is an informal after-work gathering. We utilize these events as a way to connect with our membership, learn more about what they need, and simply to build friendships. It's understandable that many want to go straight home after a long day at work so we needed to make our Signature Socials appealing to encourage attendance. To do so, we would highlight the event on social media and through our newsletter. We selected venues that were trendy. During the event, we would take photos and videos to share and incite FOMO ("fear of missing out"). When stories are shared on the Ad 2 Hawai'i Instagram, members in attendance would be tagged so that they could share it on their personal profiles too. This increased the exposure of our club overall.



TUESDAY, NOV 29 | 5:30-7PM @ HANA KOA BREWING CO.

Pau hana with us! See you there!



ADvise Mentorship Program

Another cornerstone program we provide each year is our ADvise Mentorship Program that we have in partnership with AAF Hawai'i. This mentorship program allows us to provide meaningful industry connections to our members. While we did promote this program through our usual social media post and newsletter, we knew the most effective way to have members sign up for this event was by reaching out to

them personally. One benefit of knowing our membership well was that we got to tailor these mentorship pairings. As a result, we had nine awesome mentor-mentee pairings.



Through our communications with our members and engaging programming, we will continue to grow our club and strive to keep our members proud of being part of Ad 2 Hawai'i.