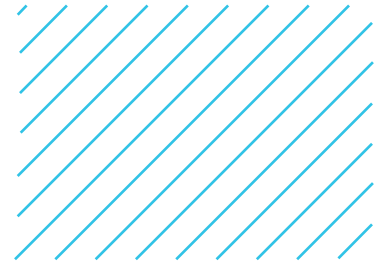


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101 ways to

engage your membership



1. **Say thank you.** When a new member joins, send them an explanation of the AAF benefits and a thank you.
2. **Be predictable.** Hold your programs on the same day/week of each month so people know what to expect and can plan to attend easily.
3. **Showcase members.** Spotlight one member each month and mention them at programs, in your newsletters and on your website, describing what they do and how long they have been a valuable member.
4. **Be big news!** Send a press release to the local media announcing your new board of directors every year; include any committee positions that are still available to fill.
5. **Membersource.** Crowdsource your membership for ideas on naming something, for a poster design, a logo design, to decide on a gala theme, or other input.
6. **Prizes.** Offer prizes, big or small, at every program and event.
7. **Blog.** Post often about events, happenings, plans and the good work being done by your board and committee members
8. **Say thank you.** When a member renews, send them a thank you note in the mail
9. **Bring a friend.** Ask a member to bring a nonmember to a program. Reward them when they do.
10. **Ask for help.** Reach out to your membership for small, specific items that you need help with. Chances are they'd be happy to help with one small thing that doesn't entail signing up for a major committee commitment.
11. **Give more.** Work on your member benefits and communicate them clearly and often.
12. **Ask.** Survey your members and the owners of the companies they work for, asking when is the most convenient time for them to attend programs.
13. **Be social.** Tweet and Facebook every little announcement.
14. **Be the welcome wagon.** Offer to meet new members in person for a drink or lunch.
15. **Communicate.** Cards. Post cards, note cards. Sent via the post office – for good reasons or no reason at all.
16. **Say thank you.** When a member volunteers, donates, is active on a committee or refers a prospect, recognize them publicly at your next program.
17. **Mentor students.** This helps with attract student members, and engages professional members to be mentors.
18. **Get the scoop.** Survey your membership about important issues to them; then have an initiative to help the most popular issue.
19. **Host a portfolio review.** This builds your student membership, showcases up and coming talent and engages professional members to hire these new grads.

20. **Say thank you.** Publicly to your board members, committee members, volunteers, sponsors, etc.
21. **Let them eat cake!** Have members vote on what topic they would like to see a speaker on for an upcoming program.
22. **Be social!** Use social media channels to welcome new members as soon as they join.
23. **Be an early bird!** Post upcoming events on your website and Facebook page as soon as they are available. Don't wait until all the details (cost, venue, time) etc. are available.
24. **Share the knowledge.** Create a mentorship program that matches young business owners with more seasoned professionals in the area.
25. **Tweet this!** Create hash tags for each event and invite members to tweet at each event. Stream this feed onto your website.
26. **Become the paparazzi.** Take photos at all events and post photos immediately. Tag them whenever possible.
27. **Say thanks!** Send thank you notes to your board's bosses and companies thanking them for supporting the organization.
28. **Make new members VIPs.** Host a quarterly breakfast or happy hour just for new members
29. **Get personal.** Once a month invite an existing member to lunch or for coffee/drinks to ask what they would like to get out of their membership.
30. **Make their opinion count.** Conduct a quick written survey at every event that asks about the event, the speaker, the venue etc. and hold a small raffle for anyone that completes the survey.
31. **Spread the news.** Have a place on your website that members can share their news—new business wins, awards, new hires, job openings etc. If not on your site, then encourage posts to your Facebook wall.
32. **Connect and inspire.** Create an online portfolio and resume bank for members (great for students too).
33. **Get the job done.** Help members find qualified interns using your student chapters and members.
34. **Make it big!** Publicize your ADDY winners—online, in print, even on billboards.
35. **Share the spotlight.** Ask members to write articles for upcoming newsletters about their specialty, industry views or advice.
36. **Be a resource.** Work with local publications to have your board write articles about the local advertising industry, government relations issues and areas that would help small business and nonprofits learn how to better market themselves.
37. **Give back.** Plan public service activities and invite your members to participate – whether its serving food at a local shelter, creating marketing materials for a non-profit that needs help, or participating in a dog walk.
38. **Say thank you!** Recognize and thank Sponsors at every event – in invites, at the event and in follow up emails.
39. **Give immediate gratification.** When a member joins at an event, allow them into that event for FREE and introduce them publicly from the podium.
40. **Encourage future leaders.** Help student members prepare for interviews by reviewing their resumes, portfolios and holding mock interviews.
41. **Say thanks.** Present speakers with a small token or gift at the end of each event.
42. **Keep the party going.** Invite members to a post event happy hour where they can mingle with the event speaker.
43. **Lead by example.** Introduce yourself and your board, have a prepared speech and welcome your members and guests.
44. **Say thanks.** Spotlight all member renewals every month online and in newsletters.
45. **Reward loyalty.** Present a small token of appreciation to long time members at 5, 10 and 15 years of involvement. Offer a free drink or free lunch. Feature them in your newsletter and website.
46. **Honor the past.** Choose one event a year to invite all the past presidents to attend for free.
47. **Listen to the leaders.** Host a small breakfast for agencies principles to talk privately about issues affecting their business.

48. **Give away money.** Announce scholarship opportunities to all your members (Local, District & National) – you never know which of your members has a child in studying advertising or even if they themselves are planning to go back to school.
49. **Be a cheerleader.** Visit local schools to talk to students about entering the field of advertising and promote the ADDYs.
50. **Get academic.** Ask local professors if they need guest lecturers and connect them with your most prominent members.
51. **Play games.** Create an AAF team for a local intramural sports league
52. **Build relationships.** Host a small gathering for agency principals to learn about our government relation effort featuring Jack Hebert, the 4AAF lobbyist, or Bill Williams, the 4AAF government relations chairman.
53. **Play through.** Don't want to host an entire golf tournament? Find a local charity tournament and invite members to be on an AAF team.
54. **Get political.** Invite local legislators to mix and mingle with members at your next social.
55. **Make it tangible.** Send out membership cards every year that include links to the local, District and National benefits.
56. **Say thanks.** Create member certificates that can be framed and hung. Present them at each program to new members.
57. **Create a buzz.** Send information about upcoming speakers so your members can follow them on twitter beforehand.
58. **Be personable.** Create a calling tree for big events where your board members call all your members to invite them personally to the event.
59. **Showcase the talent.** Invite different freelance designers to create the graphics for events throughout the year.
60. **Be a resource.** Host an advertising seminar for small businesses and or nonprofits where your members are the speakers (how to buy media, hire an agency, use social media, etc).
61. **Be social.** Host a mingle with the local chamber, PRSA, and other like-minded organizations—just make sure you all get equal billing.
62. **Promote.** Promote. Promote! Send membership information to all new agencies, printers and media companies that open in your area.
63. **Be on the lookout.** When you read about a member in the news or see a great new campaign debut, drop them a note from AAF congratulating them.
64. **Relax!** Host a free barbeque for board members and their families.
65. **Celebrate!** Host an event to spotlight your District and National ADDY winners.
66. **Make it special.** Ask your mayor to designate one day a year, "Advertising Day" and hold specials events all over town.
67. **Go big!** Partner with nearby Ad Feds to bring in big-ticket speakers.
68. **Advertise the Ad Fed.** Online, in print, and broadcast.
69. **Use your national influence.** Make National AAF news available to your members – broadcast their events, scholarships, announcements and government relations updates as your own to strengthen your local AAF presence.
70. **Be smart.** Add the AAF Smartbrief feed to your site for daily updates about what's going on in the world of advertising. Post some of the relevant articles to keep your membership informed.
71. **Be timely.** Remember your members' time is valuable. Start and end all meetings on time!
72. **Share what you learn.** Share your conference experiences (at least the professional ones) with members when you get home. After all, it's their money you're spending to attend.
73. **Have a stand-in.** If you can't attend a meeting, ask your vice president or another board member to stand in for you.
74. **Be transparent.** Create & distribute a mini-annual report at the end of the year that shares accomplishments, finances and thanks sponsors and members for their support
75. **Keep it clean.** Keep your database up to date so your members receive important news and updates at all three levels of AAF

76. **Send an invoice.** Send membership renewals at 60 and 30 days prior to being due with a letter of thanks for past support and a list of upcoming events and new benefits. Don't expect members to give you money just because.
77. **Be proud!** Announce the graduation and job placements of all your student members
78. **Know your members.** Be sure your board knows who your members are so you can recognize them and know their names.
79. **Play matchmaker.** Help make introductions between members and companies where you think there might exist the possibility for new business or strategic partnerships.
80. **Be responsive.** Make sure that all AAF inquiries are answered within 24-48 hours.
81. **Extend some Southern hospitality.** Honor member pricing for members of other AAF clubs who might be visiting your city.
82. **Get recognized.** Your board members are your ambassadors. Have special nametags for them to wear at all events.
83. **Bring a friend.** Host a 2 for 1 event where you get in half price when you bring a friend.
84. **Be respectful of the economy.** Make some events low cost or free when you can. It's not always about being profitable.
85. **Take the lead.** As President, reach out the Presidents of other area organizations and see how you can work together throughout the year.
86. **Be in the know.** Know when other local organizations are hosting their monthly meetings and big events so you don't schedule events on the same night.
87. **Be humble.** When things go wrong, apologize. We're a volunteer organization, but your membership has paid real dollars to join.
88. **Start at the top.** Be sure all your board members are members in good standing and have paid their dues.
89. **Offer discounts.** Reach out to local businesses to offer a discount to your memberships and publicize this benefit everywhere.
90. **Educate.** General membership probably doesn't know about the wide reach of the AAF. Explain facts about the organization at every meeting and program.
91. **Encourage** members to come to District conferences and functions. Members are much more enthusiastic when they get the larger picture and see the larger network.
92. **Invite** someone from District to speak on a topic that is relevant to all tiers of AAF to either the general membership or your board retreat to educate and give a broader perspective of the organization.
93. **Crowd Source.** Membersource. Choose your public service initiative based on member consensus.
94. **Let them be the judge.** Award a People's Choice ADDY award that is chosen by your membership.
95. **Take it on the road.** Host events or tour local agencies, media outlets and printers.
96. **Grow new business.** Become a distribution center for RFP's and job openings from your chamber and small business associations.
97. **Switch it up!** Swap speakers with another local professional organization. i.e., ask a PRSA member to speak to AAF and send a designer to speak to PRSA.
98. **Listen up.** Be inviting and inclusive of everyone's ideas. Don't let anyone be afraid to speak up.
99. **Let the sun shine in.** Post your board meeting minutes to your website so your members stay informed.
100. **Groom future leaders.** Encourage others to step up to leadership and aspire to become President.
101. **Have fun!** Enjoy your leadership year. Happiness and laughter is contagious.