

Best Practices for Marketing Your Chapter

Marketing is the process of planning and executing programs and services that create exchanges that satisfy members and chapter goals. Here are some suggested best practices:

1. Develop an integrated marketing-communications plan.
2. Plan your events at least six months in advance.
3. Communicate events well in advance and at least three times—meetings: 30 to 60 days; I-Days and special events: 90 days.
4. Use flyers, fax, e-mail, and the web site. Contact members at least three times per event.
5. Include contact person with phone number and/or e-mail address for questions in all communications.
6. Make individual follow-up calls.
7. Use member testimonials.
8. Remind members about the tangible “benefits”—continuing education, CE credits, networking opportunities, and leadership opportunities.
9. Use employer liaisons. Have a member in each company promote the chapter or e-mail to a bulletin board.
10. Remind members regularly why it is worth the investment of their time—what’s in it for them.

These are a few suggestions to help improve attendance and active involvement in your chapter. For more marketing-communications tips for your chapter refer to the **Best Practices Guide**. To build a successful event, promote early and often. Tell your members and others about your events whenever you can. Communication and reminders of chapter benefits are more important than ever in the busy environment in which we live.