

MAKING THE MOST OF YOUR CHAPTER'S MARKETING & PR ACTIVITIES

37 Powerful Tips

Chapter Leadership Roundtable – 2003 NSA Western Workshop – Irvine, CA
Facilitated by Susan Friedmann, CSP

1. Create competitions to get members to come up with ideas to recruit new members.
2. Give existing member meeting discount or gift for every member they enroll.
3. How to attract more of our current members to attend our monthly meetings? Take the guesswork out and just ask them!
4. More marketing to ASTD, IMC and similar groups.
5. Investigate opportunities for joint programming with like-minded groups.
6. Create a program that helps bring raise the level for new speakers up, e.g. "Fast Track"
7. Have an annual auction. Opportunity to raise money and have members show off a little (as if they need an excuse!)
8. Create products/services to sell members, e.g. Forms book
9. Create the buzz/word of mouth advertising with top programming, e.g. Speakers Conference
10. Find ways to regularly keep in touch with members via website, emails, postcards, flyers, etc.
11. Educate members how they can help promote the Chapter.
12. Create resource list of local media contacts, print, radio and TV. Keep it updated.
13. Get to know the local media and look for opportunities where your members can be a resource.
14. Post meeting notice in "Calendar of Events" in all local newspapers.
15. Create a programming with the media, e.g. Media Mania
16. Create resource of tip sheets ("how-to" information) and articles to post on the website for the media to tap into.
17. Encourage members who write articles to use Chapter name in their byline, e.g. "Joan Brown is a member of the Greater Los Angeles Chapter of the National Speakers Association."
18. Create a speakers bureau for charitable organizations to tap into for pro bono speakers.
19. Use these opportunities to generate local interest stories. Work together with the charitable organization – use their contacts.
20. Look for sponsorship opportunity that tie into scheduled speaker, e.g. Trainers Workshop
21. Create an annual service to the community event to help generate publicity, e.g. "Mile of Toys".

Additional Tips from Members:

22. Post what's happening in your town on America Online.
23. Be visible, become involved in community events; health fairs, career fairs, business events.
24. Outreach team to contact/recruit working professional who are not members.
25. Connect with the provincial government to link their training group website to the CAPS website.
26. Talk to people outside of NSA passionately about organization so people want to know more about us.
27. To be more visible on TV, radio and PR to promote a more positive image.
28. Talk to other speakers about whether they are NSA members and invite them.
29. Marketing P/R: appoint a qualified PR chairperson!
30. Have a presence at other organizations meetings, i.e., ASTD, ASSE.
31. Having the most "known" respected speakers in the chapter email some of the more important notices to the chapter email list.
32. We have created an "on-line media page" to advertise our members as "experts" to the media.
33. Partner with a state magazine to publish professional directory.
34. Send out press releases about meetings.
35. Always have an article about members in major newspapers.
36. Tie our experts in to current events, dates, etc.
37. Getting Back Speakers to Chapter – We have not in 2-5 years ever had an invited speaker refuse an invitation to our chapter! A) ask them to share their gifts, B) promise total support/nurturing for them including tours of mountains, etc. C) treat them like gold and they become our voice to other potential speakers, bringing great value to our chapter members.