



# Membership Campaign

## Our goals for this year's membership drive are:

(e.g., 90% retention rate, X number of new members, % rate of new members, etc.)

## Target groups from which we will recruit members:

(e.g., former members, students in current FACS classes, students who have taken FACS classes but weren't members, etc.)

## What are five key messages we want potential members to know about our chapter?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Methods we will use to reach potential members:

## Incentives we will offer:

- To new members \_\_\_\_\_  
\_\_\_\_\_
- To current members for recruiting new members \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Ways we will involve new members right away: