



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: