



July Membership Development Resource

How To Advertise Over the Summer

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-Inform-

- Let members know when events are coming up
- Provide the details for events
- Encourage members to go
- Spread the word



-Methods Of Informing-

- Email



- Include all members and incoming freshmen



- Post on social media

- Facebook



- Instagram



- Twitter



- Snapchat

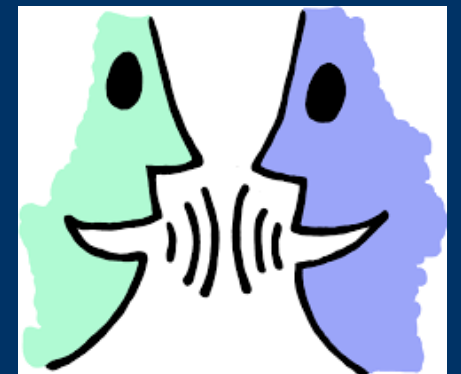
- Ask Webmaster to post on website



-Get

Excited

- Make events seem fun and important
- Talk about events
 - Use Groupme or Remind
- Make sure everyone knows
- Spread the message
 - Talk to friends
 - Encourage members to share



Communication is the Key to a Successful Event



Please don't hesitate to reach
out if you have any questions

Yours in service,
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