



Module 4 | September in January: New Year, New Opportunities

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I. Defining Your Identity

- A. _____ on what your mission is, what you are all about, and what sets you apart from other groups.
- B. Be _____ and upfront regarding what the club/organization is about.
(substance over image!)

II. Membership Recruitment Opportunities

- A. No _____!
- B. _____ your club (tri-boards, scrapbooks, videos)
- C. Wear proper _____ (t-shirts)
- D. Several _____ should participate, at least _____
- E. Have a defining _____ statement or question:

III. Elements of a Successful Digital Marketing Video

- A. It should contain the following:
 - 1. _____ of the organization
 - 2. List of activities, programs, and _____ to be involved.
 - 3. List of typical _____

- 4. List of _____ within the organization (including the advisor)
- 5. _____ addresses
- 6. Meeting _____, _____, and place/platform
- B. Display _____ or _____.
- C. Use a virtual _____ to display a logo, picture of members, etc. Anything that shows who you are!
- D. Have _____, balloons, _____, even use _____ and reactions.
- E. Make it _____! If your club/organization does not appear to be fun, who will want to become _____ with it?

IV. The 5 R's of Membership Retention and Engagement

- A. Give them a _____.
- B. Enforce _____.
- C. Give out _____.
- D. Assign them a _____.
- E. Help build _____.