



*Albany State University Student Organization
Leadership Series | Fall 2021*

Module 5 | Who are you? What Defines Your Club or Organization?

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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. Recruitment Defines You

- 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. Bring it all together

- A. What _____ your club/organization?
- B. Share stories from members – brief and succinct – but _____ about their experiences in your group.
- C. Gather the “Most Important Aspects of Our Organization” from Module 3 and do a _____ of members sharing them or be creative in displaying them on slides.
- D. What is going to be the _____ of your group and its members at Albany State University?
- E. Ask them to see themselves as a part of your club/organization? This is the “_____” part of the video.