#4 - Outreach

- Universities, Community Colleges
- List of Business to contact
- Reach out to Business Partners
- List Servers, Archives, municipal clerks, legal
- Cold call other orgs in area
- Job fairs
- Reach out to other Assoc.
- Offer incentives - who in Chapter can Recruit #
- Use of Social Media - LinkedIn, FB, Instagram
- Pay for Advertisement

- Wine & Cheese events!
- Go to local universities, reach out to students, alumni, endowment assoc.
- Reach out to similar orgs. -> AIIM, ILTA
- Offer to speak for other orgs
- Flyers - email to groups
- Bus partner exhibits
- Using master contracts
- Members of chamber/lited groups

- NETWORK
- LOGOWEAR
- REBRAND - NEW ACRONYM
- STALK SUBWAY - OTHER LOCAL TRANSIT