

HOW TO ENGAGE SMALLER CHAPTERS

Tested tips from the experts



TAKE IT VIRTUAL

In the current climate it's time to embrace technology and take things virtual! Use your region's Zoom license to host virtual meetings, or even tap into our expansive webinar libraries for content to highlight!

PARTNER

Think about working with other sponsors in your area (Is a local non-profit hosting an event?) or even joining with other chapters across the region to host combined events.

GET CREATIVE

We know sometimes it's hard to secure a speaker for monthly meetings. But it's still important to find ways to connect with your local members: consider hosting coffee chats, or happy hours where people can still keep in touch with each other.

COMMUNITY

Using your connections, build a sense of community and use those to leverage the visibility of the local chapter.

RECOGNIZE

Celebrate and recognize your chapter members -- or leaders-- on social media channels. It's always great to share these wins with the wider public.