BCHW MEMBERSHIP DEVELOPMENT

DEVELOPING LEADERSHIP

IN THE CHAPTERS AND BCHW

WHAT MARKETING MATERIALS DO WE HAVE (6)

Physical tools we have to help develop leaders

To attract new leaders we must first gain their attention and then tell them about being a leader in BCH. Besides doing this verbally we have many physical tools we can use to support our message. Materials must be designed and created in a format that can be realistically updated on a timely basis. Out of date material can be harmful to the message.

Which of the following materials do you currently use or would like to use in the future?

* List of volunteer opportunities
* Job Descriptions
* Documentation on history of position or a past event (i.e. fundraiser)
* Historical information of BCH (chapter, state and national)

Membership list

* Survey of member’s interests, skills, abilities and talents
* History of positions held and where members have participated