BCHW MEMBERSHIP DEVELOPMENT

AUGMENT ATTENDANCE AT CHAPTER EVENTS

WHAT MARKETING MATERIALS

DO WE HAVE (6)

Physical tools we have to support the event

To attract attendees we must first gain their attention, and then tell them about the event with excitement and enthusiasm along with enough detail to peak their interest. Besides doing this verbally we have many physical tools we can use which 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 Out of date material can be harmful to the message.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?

* Posters about the chapter
* Posters about the specific event
* Banners
* Displays
* Brochures about BCHW
* Brochures about the chapter
* Brochures about the specific event
* Calendar of events
* Newsletter
* Library
* Pictures
* Database of contacts
* List of local events

**BE SURE TO INCLUDE THE FOLLOWING INFORMATION:**

* Contact information
* Website address
* Facebook address
* Meeting information