



Kent State University Alumni Association
www.ksualumni.org/100 days

Membership Recruitment Ideas

Gift Membership

Promote an annual or life membership gift for friends, spouses, partners, children who have recently graduated — and even for alumni who've graduated years ago. Includes holiday gift-giving, as well as graduation, wedding, anniversary, and birthday gifts.

Appoint a Membership Officer

Make sure your club or group appoints a dedicated membership officer or team who is/are tasked with membership growth.

Sponsorship

Established or seasoned alum purchases a year's club membership for an active young alum.

Giveaways

Giveaway items for joining — chapter T-shirt, mug, etc.

Prizes

Announce a prize incentive for chapter member who recruits the most new members.

Feature a Benefit

Feature a different member benefit and promote each week via e-mail.

Event Promotions

Promote membership at every chapter event.

Membership Party

Host a membership party in your city during happy hour where the venue provides free hors d'oeuvres

Work-place recruiting

Identify Kent State alumni and friends working at your place of business and invite them to join. Send an e-mail with an appealing message; use the information provided on the KSUAA Web site. Plan an after-work reception with the new KSUAA members.

Contest

Start a contest among the chapter members with a prize for the individual club who signs up the most members.

Reach out

Send an e-mail to those in your area who are already members. Attach a PDF of the KSUAA membership brochure and Centennial Challenge membership application. Describe the “Centennial Challenge: 100 Days, 100 Ways, 100 Members” competition.” Invite them to get involved to help your chapter win. Be sure to include a link to the challenge Web site at www.ksualumni.org/100days.

Issue challenge for bragging rights

Challenge another chapter in your state for in-state bragging rights.

Game-watches

Invite alumni and friends to an basketball or baseball game-watch party at one of your region’s favorite sports bar. Offer a door prize to be drawn from among those who join. Plan a game-watching party in your home, too. Make the price of admission a new membership — theirs or a friends.

Phone-a-thon

Call potential members. In addition to increasing memberships, this may add to the participation level for your chapter events.

New- and renewing-member raffle

Conduct a 50-50 raffle and allow those who join or renew their dues prior to expiration to get a chance to enter drawing for a cut of the 50-50 prize.

Mailing

Send printed letters to friends and family who are Kent State alumni and detail what membership means to you. Include a membership brochure and Centennial Challenge application. Ask them to be a part of the Kent State University Centennial celebration by becoming a KSUAA member this year.

News Release

Send a News Release detailing the Centennial Challenge to the editor your local newspaper.

Show your pride

Show your Kent State pride by wearing Kent State apparel, displaying your KSUAA membership decal window decal or hanging your diploma in your office. Your spirit will be contagious.