Tips for a Successful Chapter

- Set goals for the chapter
- Actively recruit new members and leaders at events or in the street
- Meet with chapter leadership on a regular basis at least four times per year
- Plan ahead i.e. plan out chapter events up to a year out
- Have staff liaison send e-blasts to the UAAA e-mail list for your area at least once a month
- Update chapter website regularly
- Inform staff liaison of all chapter events so that they can include them on the national events calendar
- Include staff liaison on all e-mails between chapter leadership
- Don’t get discouraged if you have an event that is poorly attended
- Stay informed on what is happening at the UAAA and UA.
- When marketing events or chapter, always include web address for chapter.
- Start marketing events at least a month out so that alumni in your area can plan ahead.