



Ideas for Using the Plan Template

In addition to recruiting collegiate members, many chapters want to recruit current educators. Step 1 in identifying target educators might be to complete Chapter Member Biographical Data Sheets located at dkg.org under membership forms. Who is missing from your chapter? Seek out those who may be able to fill that void and bring depth to the chapter membership.

An internal marketing plan idea might be how to increase attendance at meetings. Identify who is not attending the meetings (step 1) and personally contact them through a phone call or email and inquire why (step 2). Assign a mentor to contact her before the meeting (step 3) and offer a ride or just talk (step 4). Then greet her warmly at the meeting and make her feel important (step 5).

Other topics for plans might be garnering support for chapter/SO projects, holding virtual meetings, inviting guest speakers, networking with area chapters, or honoring your treasured roses. The possibilities are endless. Try writing a marketing plan with your SO or chapter today!

Collegiate Membership Sample

Recruiting collegiate members may be among many chapters' goals this year. Consider how the points of the plan would help: **Step 1.** Review the definition of collegiate members and decide how you can find those students. **Step 2.** Once identified, how do you reach them? Do they know what DKG is? **Step 3.** Tell them how wonderful DKG is, what the benefits of membership are. Show how you can help them reach their goals. **Step 4.** Continue to keep in touch and offer support. **Step 5.** Invite them into membership and create activities to involve them.

Create and Build Awareness Through a Marketing Plan

How can we as members improve in our efforts to create and build awareness of DKG? Think of creating and building that awareness as a large DKG umbrella.

You might begin by identifying needs of your chapter or state organization (SO) with an assessment, asking specific questions about member concerns, programs, support for initiatives/projects, or any ideas being considered. Those needs, through the guidance of a specific plan, can become attainable goals under the umbrella.

The Communications and Marketing Committee has developed a five-step plan to guide members as they look at areas of need. The five steps, the rib points of the umbrella, can help you reach those goals, whether internal or external ones.

Consider these five steps:

1. Identify and find target audience;
2. Grab attention of target audience;
3. Build the relationship;
4. Follow up;
5. Close the "sale."

Combine all of your goals from the needs assessment into a marketing plan that can guide your SO or chapter in sharing DKG with everyone.



<p>1. Identify and find target audience: Target local college and university Departments of Education to make aspiring women teachers aware of DKG. If there are none in your area, contact the local high school to determine senior young women who are interested in becoming educators. Ask members to "sponsor and support" these young women throughout their college careers.</p>	<p>2. Grab attention of target audience: Ask the department chair if you can attend a class or hold a special session with aspiring women teachers and explain the benefits of DKG. Share with them the scholarships and stipends that are available. Contact local chapters in that area and ask members to come with you to share the benefits of DKG.</p>	<p>3. Build the relationship: Establish rapport and build trust. Become mentors to these women! Send note cards at final exam time, send treats on special occasions; care packages are always welcome. Over their holiday or spring break, invite them to a chapter meeting and listen to their successes and concerns. Support them in any way appropriate. Be an educational resource for them.</p>	<p>4. Follow-up: Keep in touch as described in the building relationships section; invite them to your meetings; attend their local education meetings if possible. Share the benefits of DKG. Offer to write letters of recommendation.</p>	<p>5. Close the "sale": Pay their collegiate dues if possible. Invite them to a meeting to talk about the benefits that DKG support has given them. Once they secure a teaching position, invite them to become a member; encourage them to pay it forward.</p>
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View a larger copy of the Recruiting Collegiate Membership sample plan on the DKG website under Resource → [C&M Tools](#).

