

Promoting Your Association Plan

- ✔ Place information about the Association program on your **web site**
- ✔ **Email** Distribution – Create an email distribution list of your members and promote upcoming events or provide pertinent information about your organization.
- ✔ Broadcast **Fax**
- ✔ **Networking** / Social Events / Business After-Hours / Open House Events
- ✔ Promotional **Flyers** – Distribute at special events or various locations within your area.
- ✔ **Host** Festive Events for the Holidays
- ✔ Direct Prospect **Calls** (Telemarketing)
- ✔ Create **ads** for Newsletters / Journals / Periodicals
- ✔ Face-to-Face **Meetings** can be conducted for those customers that need a more in-depth level of contact.
- ✔ Business Expo's / **Trade Shows**
These events are always well attended by members to receive promotional items and marketing information.
- ✔ **Direct mailers** can be sent to any business expressing an interest in your organizations membership.
- ✔ Membership Breakfast **Events** – These events can be held periodically to educate the members on the programs and benefits that your organization offers.

- ✔ Follow-up **letters** to those members that have expressed an interest in the your organization
 - ✔ Have a “**Membership Appreciation Day**” - host a lunch for members and familiarize them with the products and programs that you offer.
 - ✔ **Golf Tournaments** – These are always well attended.
 - ✔ Conduct Business **Briefings** / Membership Meetings / Member Guest Functions / Membership Drives
 - ✔ Training Meetings / Educational **Seminars**
 - ✔ Create Express **Packets** – These packets can be mailed to the members that include pertinent information/flyers that pertain to your organization.
 - ✔ New Member **Orientations**
 - ✔ Quarterly **Inserts** in Newsletters
 - ✔ Create **Ambassadors** for your organization – These individuals assist with the recruitment and retention of your membership.
 - ✔ **News Releases / Radio Announcements**
 - ✔ Host Benefit Seminars
 - ✔ Invite **Suzanne Braxton** to attend your conventions, conferences and various promotional events. I will run a display with promotional items and information on Optima Health plans for your members.
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