

Chapter Promotional Ideas

In addition to materials from National Headquarters, it is important to have materials that promote the chapter on a local level. Many prospective members will be more inclined to join when they see that their local chapter is active in their community. Following are some examples of how chapters have promoted themselves within their communities.



From: Stan Bodner

Re: AFA Membership Ads

Here are two repro copies of the ad we produced to recruit members from the general public.


Ask your local newspapers (don't forget to include shoppers and weeklies as well as your dailies) if they will run these ads as free public service whenever they have room (or unsold space) in their paper. Tell them there is no time limit and they can insert them at their convenience. Make sure however, that they understand you are requesting this not for just a single insertion, but for as long a period as possible. Preferably, you'd like them to continue holding, and using this repro copy for many years to come.

Don't forget when making these arrangements, to ask them to change our Miami telephone number to a local number. Most newspapers will be happy to do so at no charge.

Good luck



Stan Bodner




**Help the Air Force Association
keep the U.S. Air Force flying high.**

Our priorities are:


- Air superiority
- Quality of life issues
- Forward thinking R&D
- Air mobility
- Youth education and scholarship programs

1200 North 17th St.
 Arlington, VA 22209-4398
 (703) 542-7000



For information call
642-7000
 Air Force Association

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3col X 5" (5/85)




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