

How to Build Membership

1. Instagram
 - a. Follow students from your school from your Project Planet A Instagram account, hoping that they will follow back
 - b. Try to get a feature from your school
2. School-wide Campaigns
 - a. This will help to get those who have done nothing or little to help the environment as an individual.
 - b. Try to get your school to advertise your club
3. Ambassador Positions
 - a. By having applications for ambassadors a little after your chapter has started, you can get members to have more of a voice and stay to . Having ambassadors will expand your outreach as well.
4. Giveaways
 - a. Have them follow your account and subscribe to any updates you give out in exchange for entry into a giveaway
 - i. Need Items to Giveaway?
 1. Contact companies, such as Pathwater, EcoBags, or use club funds to get sustainable items to give away for the giveaway, such as reusable water bottles, stainless steel straws, etc.
5. Refer to resource on engagement in order to keep member retention

Contact Information

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