



# AFSA International Family Matters Trustee



March 2018

Spring will soon be upon us and I cannot wait! Looking forward to some warmer weather for sure.

Here are some ideas to assist in recruiting new members and retaining current members –

- Place customized bookmarks in library books – I have created two laminated bookmarks (below) that I give out to those Chapter & Family Members who renew their membership through our Chapter. These can include a brief description of AFSA and its mission with a point of contact on the back.



- Print Chapter business cards with meeting date and time to be posted at your local stores' bulletin boards.
- Honor outstanding community members with awards.
- Make some meetings a social event and include your **Family Members**.
- Repeatedly invite prospective members – host a Wine & Cheese event for prospective members.

- Bring your co-workers to a meeting.
- Develop a welcome letter from the Chapter President for all new members.
- Pass out M&M's at your meetings to remind members that "Membership Matters" and that we need "More Members".
- Share your AFSA experience with others in your community.
- Ask every member to submit three prospects to the Membership Chair.
- Most of all -- CREATE MORE FUN!

Below are a few Easter fundraising activities –

- **Easter Egg Decorating Contest** -- This is a fun event for both kids and adults. Have each participant decorate their eggs. Have different categories for decoration types (funniest face or most ornate) and age groups. Provide accessories and dye for the participants to use. You can choose to have each person bring their own eggs or you can supply them, but keep in mind that supplying the eggs can become costly. An egg decorating contest is a great focal point in which you can build other fundraisers around. For example, you can also host a bake sale in addition to the contest or make the contest a part of an Easter egg hunt.
- **Easter Bunny Breakfast** -- Arrange for a special breakfast event with the Easter Bunny as the star guest. Depending on your location, speak with the owner of the venue to negotiate a special price for the event. Charge a fee for each plate and for each photo taken with the Easter bunny. You can also pick up some fun, inexpensive prizes to give away to the kids.

Until next month, thanks so much for all you do for our country and for AFSA!

Take care and God Bless!

*Patti Dalzell*

Family Matters Trustee

3/7/2018