

How to contact potential members:

Use of Brochures:

- Chamber of Commerce
- Parent Night or orientation
- Parents of FFA members
- Mailings -- membership campaigns
- Have current members distribute the brochures

Develop different types of brochures

- Community leaders
- Parents
- Past members

State and National FFA Alumni brochures

- Available from the state or national offices
- Free of charge

Use of Newsletters and Other Communications:

- Minutes of meetings
- Recruitment tool
- Update on agriculture education department and FFA activities
- Promotion of classes
- Email or e-groups
- Internet websites

Chamber of Commerce involvement:

- Become a member
- Be on Chamber listings and website
- Displays you are an active part of the community
- Good way for newcomers to realize there is an FFA Alumni in town

Other Methods of Recruitment:

- Athletic program advertising
- Community calendars and projects
- Sponsorship of community projects
- Sponsorship at local fairs and events
- Have FFA Alumni logo on any welcome sign or community billboard