

Communication with your members

Newsletters and Mailings:

State -- Newsletters are sent to all members

All other mailings go to Treasurers or designated contact person
(i.e. Roster, notices)

Important to have sections where affiliates can share success stories

If an affiliate would like to submit articles to the State Alumni newsletter, send articles to one of the Sectional Representatives or to the State FFA Alumni Executive Secretary/Treasurer.

Section -- Sectional representatives produce this newsletter.

Should be used to inform members about upcoming activities and events.
Will include notice of fall meetings.

Local -- Newsletters, minutes or meeting notices

Invitations to special events

Phone calls and personal contact:

- Develop a phone tree
- "Big Brother" program to team up Alumni members with new members
- Attending FFA parent meetings to encourage attendance and participation

Local newspaper and media:

- Local newspaper- try to get one article in per month
- Local radio station or farm program coverage
- Use of the agriculture weekly papers
- Local cable television stations

Other methods of communication

- E-mail
- E-groups
- Websites
- Postcards
- List Serve -- state ag computer group
- Link websites to each other