Chapter Communications & Marketing

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Chapter Communications & Marketing

• Integrated Communications and Chapter Services have developed materials for chapters to use for the recruitment of new members and to inform existing members about new initiatives within the chapter and the College.

• Two questions to consider when marketing your chapter:
  – Are we defining the benefits of chapter membership to current and potential members?
  – Are we using targeted messaging to the different membership classes? (Fellow, Associate Fellow, Resident, Medical Student, Affiliate)?
Branded Chapter Banners

- 67 domestic and 42 international chapter banners have been created for all ACS chapter to use in emails and letterheads
- Once a year, chapters can take advantage of one eblast that will come from the College and include information about annual meetings, dues collection, and other upcoming events
Join your local ACS chapter!
• Chapter News will be produced four times a year (Jan., Apr., Jul., Oct.)

• Chapters are encouraged to share relevant information with their members such as:
  ➢ Conferences and events
  ➢ Quality programs
  ➢ Scholarships
  ➢ Updates to and new educational offerings
ACS has an extensive video library. These short videos cover many topics and benefits that can be used by chapters on websites, in newsletters, emails blasts, and social media posts. Examples include:

- Value of chapter membership
- Value of ACS membership for surgeons in different stages of their careers
- Advocacy
- Education
ACS Banners

CLINICAL CONGRESS 2017
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OCTOBER 22–26 | SAN DIEGO CONVENTION CENTER | SAN DIEGO, CA
The Best Surgical Education. All in One Place.

American College of Surgeons
Inpiring Quality:
Highest Standards, Better Outcomes
Targeted Marketing: Know Your Audience
Chapter Communications & Marketing

• We are developing ads promoting chapter membership to appear in publications such as the Bulletin and Surgery News

• Chapters are encouraged to contact Luke about receiving the materials covered in this presentation

• Questions?