



Send email communications

01

- ☐ Send email blast #4: Registration Now Open - Secure Your Spot
- ☐ Send email blast #5: Does Your Resume Stand Out?
- ☐ Send email blast #6: Seats Are Filling Fast!"



Post across social media channels (at least 2x per week)

02

- | | |
|--|---|
| <input type="checkbox"/> Registration is Open (Early Bird) | <input type="checkbox"/> Did You Know? |
| <input type="checkbox"/> Student Success Stories | <input type="checkbox"/> Testimonials |
| <input type="checkbox"/> About [Course Name] | <input type="checkbox"/> Carousel: 3 Reasons to Get Certified |



Share on group messaging apps (weekly)

03

- ☐ Send group msg #4: Registration Now Open - Secure Your Spot
- ☐ Send group msg #5: Did you know
- ☐ Send group msg #6: Seats Are Filling Fast!"



Promote within your chapter

04

- ☐ Share training benefits information during chapter meeting.
- ☐ Invite officers and members to committ to personally inviting at lease 3 classmates.



Campus Outreach

05

- ☐ Post flyers around campus.
- ☐ Submit Digital ads to campus announcement boards.
- ☐ Ask your student activities office if you can set up an info table in the common area on a specific day.
- ☐ Have officers & key members share training info at the beginning of their classes.





Campus collaborations

06

- ☐ Identify and invite student influences to help spread the word.
- ☐ Ask faculty, department chairs to share with their classes and their networks.
- ☐ Partner with the alumni office to share the information with past graduates.
- ☐ Partner with other organizations to help spread the word

