AOH ORGANIZER SEMINAR

“The Future is NOW”

OBJECTIVES

-Acknowledge Decline in Membership

-Define Reasons for Decline

-Obtain Effective Recruiting Techniques

-Obtain Effective Retention Techniques

-Gain R/R Tactics for Targeted Group

-Learn Emerging Tech. Tools

-**BE PART OF THE SOLUTION**

INTRODUCTION

A. Overview of Presentation

B. Introduction of Presenters

C. Objectives

D. Topics

E. Icebreaker/Introduction of Attendees

Presenter:

Organizer Overview

1. National Organizer’s Duties
2. Duties of State, District, County and Division Organizers
3. Membership
4. Membership Decline
5. Overcoming Aging Demographics
6. Overcoming Society Changes
7. Family Commitments
8. Overcoming Generational Changes
9. Overcoming Poor Retention
10. Overcoming Poor Recruiting
11. One on One Recruiting
12. Grassroots Recruiting
13. Starting the Conversation
14. Display Tables
15. The AOH Gets Younger- Campuses and Millennials
16. Chasing Millennials
17. Fishing on Campus
18. Set the Hook
19. Keep ‘Em on The Line
20. Recruiting the Military
21. Where to Go
22. Why Military
23. Emerging Technology in Recruiting and Retention
24. Social Media
25. Calling Posts
26. Mass Email Services
27. Public Websites/Social Media
28. Webinars
29. Statistical Atlas
30. Organizing Think Tank
31. What Works for You
32. Roundtable