SWCS Chapter Leadership Training Agenda

Thursday, February 24, 11a.m.-12:30p.m. CT

Join the Soil and Water Conservation Society (SWCS) for a training for our current and future chapter leaders. We will share strategies on membership recruitment and connect chapter leaders.

1. Introductions & Goals
   Take the preliminary poll

2. New Tools for Chapter Leaders
   - Website: swcs.org/chaptertools
   - New Recruitment Materials
   - Facebook Chapter Leadership Forum
   - Share your SWCS Experience
     - Create a Flipgrid video
     - Fill out the Member Questionnaire

3. Top Five Reasons NOT to Join SWCS
   How to answer these top reasons for not wanting to join SWCS.

4. Breakout Room Discussion
   - How do we make large-scale member asks?
   - Ideas for recruitment drives?
   - When was the last time you successfully recruited a member or a new group of members?

5. Regroup & Final Remarks
   Take the post presentation poll

Don’t forget to fill out the 2-minute post-event survey!
The event recording will be posted on the SWCS website.

Current and future chapter development tools are available on the SWCS website: www.swcs.org/chaptertools