



VIRTUAL

CHAPTER LEADERSHIP TRAINING

THURSDAY, FEBRUARY 24
11AM - 12:30 PM CT

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.