



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

FALL 2016    **MEMBERSHIP  
MONTH  
MANUAL**

introduction

Welcome to Membership Month, AIAS!

Included in this booklet, you will find:

- \_ Ideas and examples of events to host during your "Spark Week"
- \_ A breakdown of how to use the provided graphics
- \_ Helpful tips for marketing over social media
- \_ Membership Month competitions
- \_ National Office promotional plan for September and October

Enjoy!



**Sarah Wahlgren**  
2016-2017 President



**Rachel Law**  
2016-2017 Vice President

Please email [vicepresident@aias.org](mailto:vicepresident@aias.org)  
if there are any further questions.

# FACEBOOK GRAPHICS

*"Are they on Facebook?"*



**Profile Picture**  
for Chapter Page/Group

*\*All Quads have  
designated colors\**



**Profile Picture Overlay**  
for General Use

**Cover Photo**  
for General Use

# RECOMMENDED USE



FB COVER PHOTO: *For general use.*

The message is a play on the AIAS Mission Statement. We encourage all chapters and individual members to use this image and show their passion for the AIAS.

FB PROFILE PICTURE OVERLAY:

*For general use.*

We encourage all individual members to apply this overlay and show the wide network of the AIAS.

Go to the link provided below to add the overlay to your profile picture.

Share it with all your members!:

<http://profile.actionsprout.com/o/BBB7AA>



MIDWEST QUAD

NORTHEAST QUAD



SOUTH QUAD

WEST QUAD

### FB PROFILE PICTURE:

*For chapter page/group use.*

All Quads have designated colors.

Use these images for your Chapter Page or Group and show your pride for your respective Quads!

#AIASmwq #AIASneq #AIASsq  
#AIASwq

## 3 FACEBOOK TIPS

-- 1 --

Constant content is needed for a Facebook Page. Use this as a direct link to your blog/website, or related pages (AIAS National).

Repost all relevant information for your members!

-- 2 --

Host all chapter events through your Facebook Page.

Link your other social media to Facebook! Twitter, Instagram, etc.

The more eyes on your page, the better.

-- 3 --

Add a "Sign Up" button on your Facebook Page and link it to the AIAS website!

**INSTAGRAM GRAPHICS**

*get #instafamous*



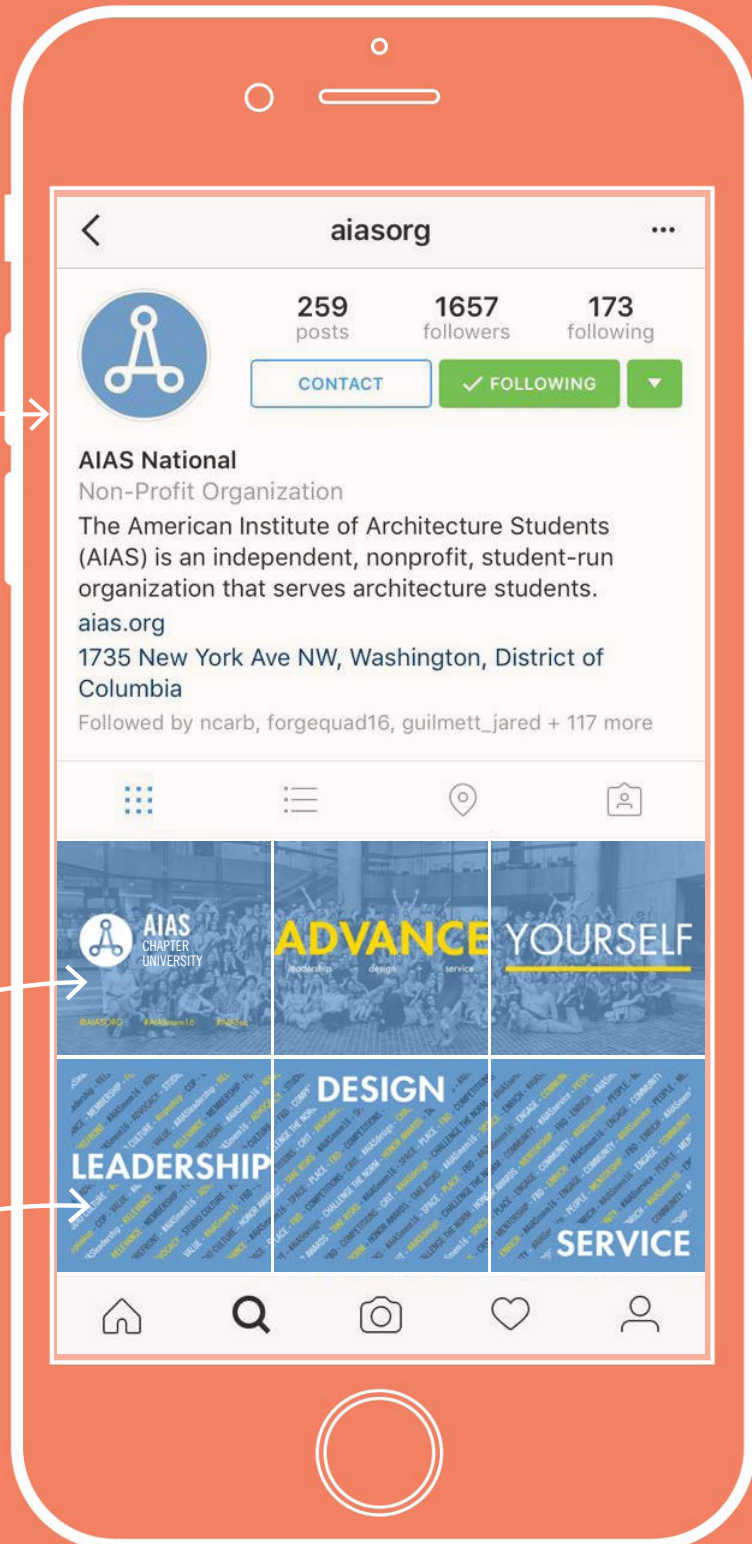
Post on your AIAS chapter's Instagram!

**All Quads have designated colors**  
(please use your respective Quad files)

**Use all these graphics to kick start your high frequency "Spark Week"**

Local AIAS chapter logo  
"Don't forget to edit me!"

Post this row FIRST in 1 DAY to create a triptych



**TAG**  
@aiasorg

**USE ALL  
RELEVANT  
HASHTAGS**

# #AIASmem16

#AIASleadership  
#AIASdesign  
#AIASservice

#AIASmwq  
#AIASneq  
#AIASsq  
#AIASwq

# RECOMMENDED USE



# #1

RECOMMENDED CAPTION:

“What do we live for, if not to make life less difficult for others” - George Eliot.  
Join our FBD Program for our first charette of the year on (date). Find out about our new project and get free pizza! #AIAService



## #2

**RECOMMENDED CAPTION:**

The AIAS is committed to distinguishing leaders in architecture and design through competitions, CRIT, and Honor Awards, and this year, Fall Research Symposiums! Stay tuned to find out how you can attend with our chapter!! #AIASdesign



### #3

**RECOMMENDED CAPTION:**

Help us in celebrating our Member of the Week, (name)! He/she is from \_\_\_\_\_ and chose architecture because \_\_\_\_\_.  
#AIASleadership

## #4

### RECOMMENDED CAPTION:

Investing in your future happens even beyond the classroom. Join us for our first chapter meeting and discover how you can be the best you with AIAS this year. Defy the odds, defy yourself. #AIASmem16



## #5

### RECOMMENDED CAPTION:

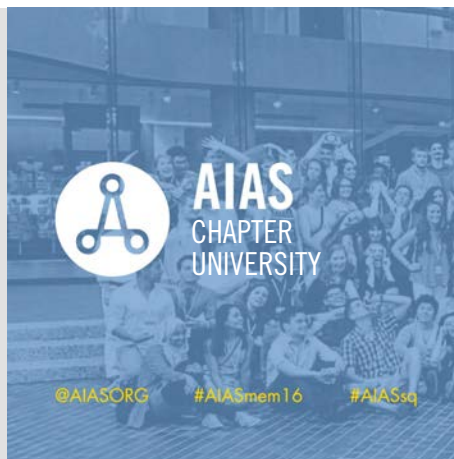
There's architecture. And then there's architecture + leadership + design + service. Become an AIAS member today! Get engaged with your education -- and your future! #AIASmem16



## #6 *\*Edit me!\**

### RECOMMENDED CAPTION:

AIAS [your school] is excited to kick off our year with you! Welcome to Membership Month! Keep an eye out for exciting events, workshops, and opportunities. #AIASmem16



## 3 INSTAGRAM TIPS

### -- 1 --

Pick a style and stick with it. Create a cohesive gallery. Give your IG feed an identity that reflects your chapter's culture.

### -- 2 --

Don't overwhelm your audience! Give yourself a maximum of 3 posts a day. All a couple hours apart.

### -- 3 --

Use relevant hashtags to get attention!  
Give love, receive love!!  
Support fellow AIAS chapters all over the world and follow them!

# **#AIASmem16 COMPETITIONS**

*May the odds be ever in your favor.*

# INSTAGRAM COMPETITION

Show your love for the AIAS during our Membership Instagram Competition.

**Tag your chapter and @aiasorg** in your AIAS membership photos with the hashtag **#AIASmem16** for the month of September.

Pictures are encouraged to represent **the AIAS mission statement** (**#AIASleadership, #AIASdesign, or #AIASservice**) and include your quad hashtag (**#AIASneq, #AIASmwq, #AIASsq, #AIASwq**).

Entries will be judged on quantity and quality!

One winner will be chosen after September 31, 2016.

QUANTITY	50%	Amount of posts that tag: <ul style="list-style-type: none"><li>· @aiasorg</li><li>· @[Your Chapter]</li><li>· #AIASmem16</li><li>· #AIASmwq, #AIASneq, #AIASsq, #AIASwq</li></ul>
QUALITY	40%	Hashtags that describe post and showcase diversity of events and chapter's culture: <ul style="list-style-type: none"><li>· #AIASleadership</li><li>· #AIASdesign</li><li>· #AIASservice</li></ul>
INNOVATION	10%	<ul style="list-style-type: none"><li>· Show us how AIAS Chapters can use Instagram and social media to promote membership value.</li><li>· Create well-curated, captivating, nicely-designed feeds.</li></ul>

# BULK UP COMPETITION

Get ready, AIAS!

We are challenging you all to “bulk up” your membership!

The winner will be chosen based on their **percentage growth** from the **end of last year’s term (July 31, 2016) to October 31, 2016.**

One winner will be chosen after October 31, 2016.

*\*Please contact your respective Quad Directors for numbers from July 31, 2016\**

# PRIZES

50% off Early Bird FORUM registration for the chapter for a **maximum of 15 members** (worth ~\$2,500).

Only one prize per competition will be offered.

# **NATIONAL OFFICE PROMOTIONAL CALENDAR**

*Mark your calendars!*



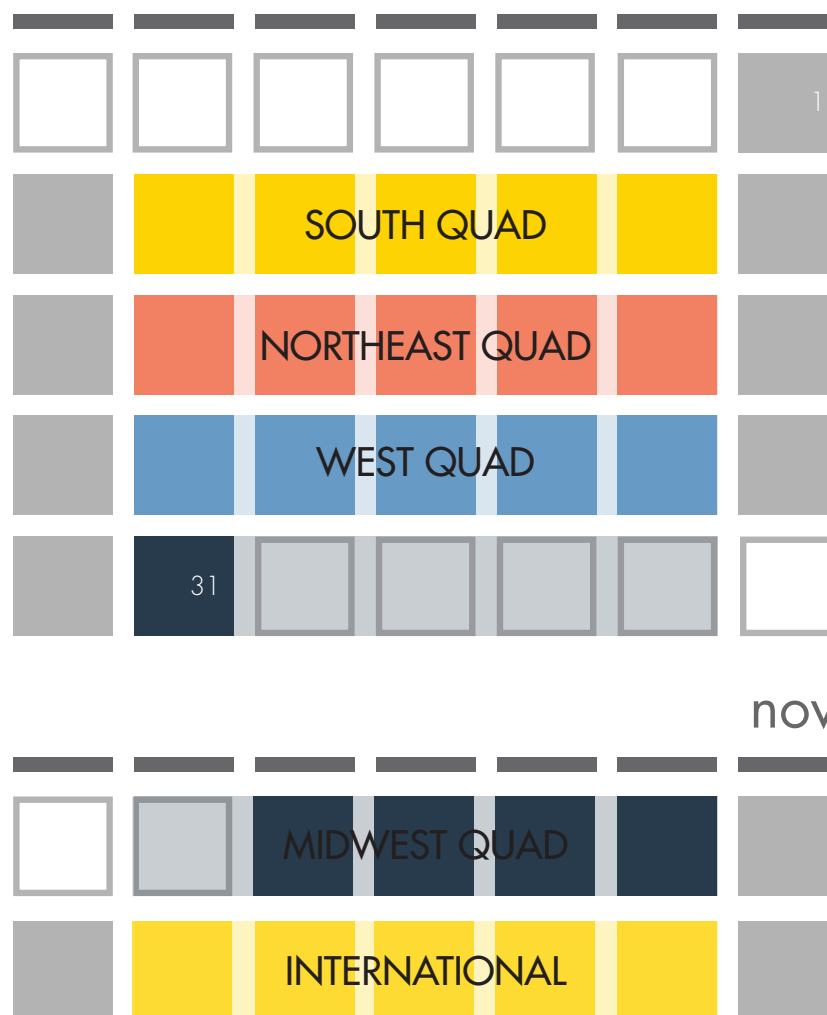
sept

As your chapters begin to cultivate and showcase local chapter culture in September, the National Office will focus on national promotion of current and future opportunities that align with **membership benefits and value**.

oct

In October/November, the National Office will dedicate **one week to each of the Quads**, to highlight chapters in the area, and special events and programming.

Keep an eye out for our **Instagram Takeovers** each week from chapters and members!



# **#AIASmem16 KIT OF IDEAS**

*"Everything begins with an idea."*

*– Earl Nightengale*



## CELEBRATE MEMBERS

*“Our members aren’t typical students...  
so let’s make them feel special.”*

Try a members only social to kick off the month. Start your programming by celebrating those who are a ready on your side.

Make it exclusive to let them know they’re special. It’ll prime your existing members to serve as extensions of your leadership and a sounding board for all the events you’ll be coordinating in the days to come.

**Pro Tip:** *Members Only Back to School Bash.* Throw a “Welcome Back” social for the general student body. And invite your AIAS members to a post-party gathering.

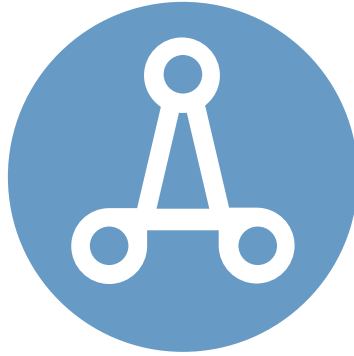


## BENEFIT TO CAMPUS

*“The AIAS really does make our campus life better.”*

Provide something that isn't typically available on campus. Devise some sort of way to create a special promotion for your members, but the event should be about the student body as a whole. Set up camp somewhere public where the whole campus will see you, like the front lobby of the building.

**Pro Tip:** *Used Book Sale.* Collect architecture professors and students' used books and sell them to your student body. Get them to linger by providing free coffee and baked goods!



## CHAPTER IDENTITY

*“I am AIAS. You are AIAS. We are AIAS.”*

Every body likes to belong. Whether its a t-shirt, a key chain or a decal, people love to wear what they love. So give them something to be pride of. Set up and sell somewhere visible.

Most chapters have unique identities of their own. Get your membership involved in the manifestation of your local chapter culture by hosting a design contest. And then sell that swag!

**Pro Tip:**     *Use the resources you have access to!*

If you're a chapter with a laser cutter or CNC machine throw together a CAD file and make some key-chains. Low cost, high yield and really cool.



## THE OPEN DOOR

*“The AIAS is more than a club, and here’s why...”*

A chapter meeting is the perfect place to share your story. Make this a formal gathering designed to invite, inform, and inspire all in attendance.

Invite everyone; members, potential members and faculty. This is your opportunity to tell the AIAS story. Make it invigorating and personal; people want to know you as much as the AIAS.

The strongest connections you can make are the personal ones.

**Pro Tip:** *Don’t let them leave without registering.* Set up computers or tablets with the membership form open for on site registration. Because everything after this event should be give members priority.



## EXCLUSIVE EDUCATION

*“Members of the Alas are better equipped...”*

Provide your members with a unique educational experience. This could be a tech or analog design workshop or lecture. Whatever you choose to do, make it something otherwise unavailable.

Achieve exclusivity by charging a fee to nonmembers. Even something that may seem trivial, \$5, goes a long way to show your members that they're special.

**Pro Tip:**    *Faculty Participation.*

This is an awesome opportunity to get your faculty involved. A lot of our professors have passions they don't always get to share in class. So tap into that!



## PROFESSIONAL DEVELOPMENT

*“Students involved in the AIAS are better connected to the profession.”*

Organize a member exclusive firm crawl or professional networking mixer.

The average student never gets to see the inside of an architecture firm until they get that first internship. Get your members in with a local practice and begin to cultivate those relationships. Give priority to your paid members. And get your members out there and engaged with the profession!

**Pro Tip:** *AIA and you.* This is your opportunity to create or strengthen your relationship with your local AIA component. Reach out! The AIA always welcomes student engagement.





## SOCIAL SERVICE

*“The AIAS advocates for the betterment of students, and for the betterment of communities through architecture and design.”*

Open Architecture Collaborative, Habitat for Humanity, The AIA Foundation, or Freedom by Design are all amazing opportunities to make a difference through architecture. Invite everyone, the more people involved the better. Reach out to your local AIA or local newspaper and let them know what you’re doing. It’s important that the public knows the good that architecture does for our communities. And if it starts with you, even better.

**Pro Tip:** If you can’t organize an event then try a fun run or similar fundraiser and donate all/partial proceeds to a local nonprofit. Start garnering that community presence.

# WHO TO CONTACT

*Call me! Beep me!*

### **QUESTIONS ABOUT LOCAL OR CHAPTER DUES?**

Email [mailbox@aias.org](mailto:mailbox@aias.org) with subject "Local or Chapter Dues"

### **ISSUES WITH JOINING OR RENEWING?**

Email [vicepresident@aias.org](mailto:vicepresident@aias.org) and [NickSerfass@aias.org](mailto:NickSerfass@aias.org)  
with subject "Join or Renew Problems"

### **QUESTIONS ABOUT MEMBERSHIP COMPETITIONS?**

Email [vicepresident@aias.org](mailto:vicepresident@aias.org)

### **QUESTIONS ABOUT LOCAL CHAPTER OPERATIONS AND MANAGEMENT?**

Contact your Quadrant Director!

Jeremy Gentile, Director, Midwest Quad: [midwest@aias.org](mailto:midwest@aias.org)

Clayton Daher, Director, Northeast Quad: [northeast@aias.org](mailto:northeast@aias.org)

Jennifer Elder, Director, South Quad: [south@aias.org](mailto:south@aias.org)

Elizabeth Seidel, Director, West Quad: [west@aias.org](mailto:west@aias.org)

### **OR GIVE US A CALL!**

(202) 808-0075

