



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

***FALL 2017 MEMBERSHIP
MONTH MANUAL***



INTRODUCTION

Welcome to Membership Month, AIAS!

Included in this booklet, you will find:

- _ A social media kit with a breakdown of how to use the provided graphics
- _ Competitions happening now and through the year (not all inclusive)
- _ Helpful tips for marketing over social media
- _ National Office promotional plan for September and October
- _ An editable membership month planning calendar
- _ A kit of ideas and examples of events to host during your “Spark Week”
- _ Information on who to contact to stay informed

We hope you enjoy!

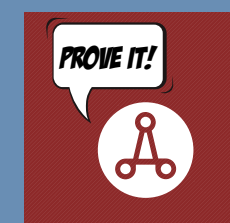
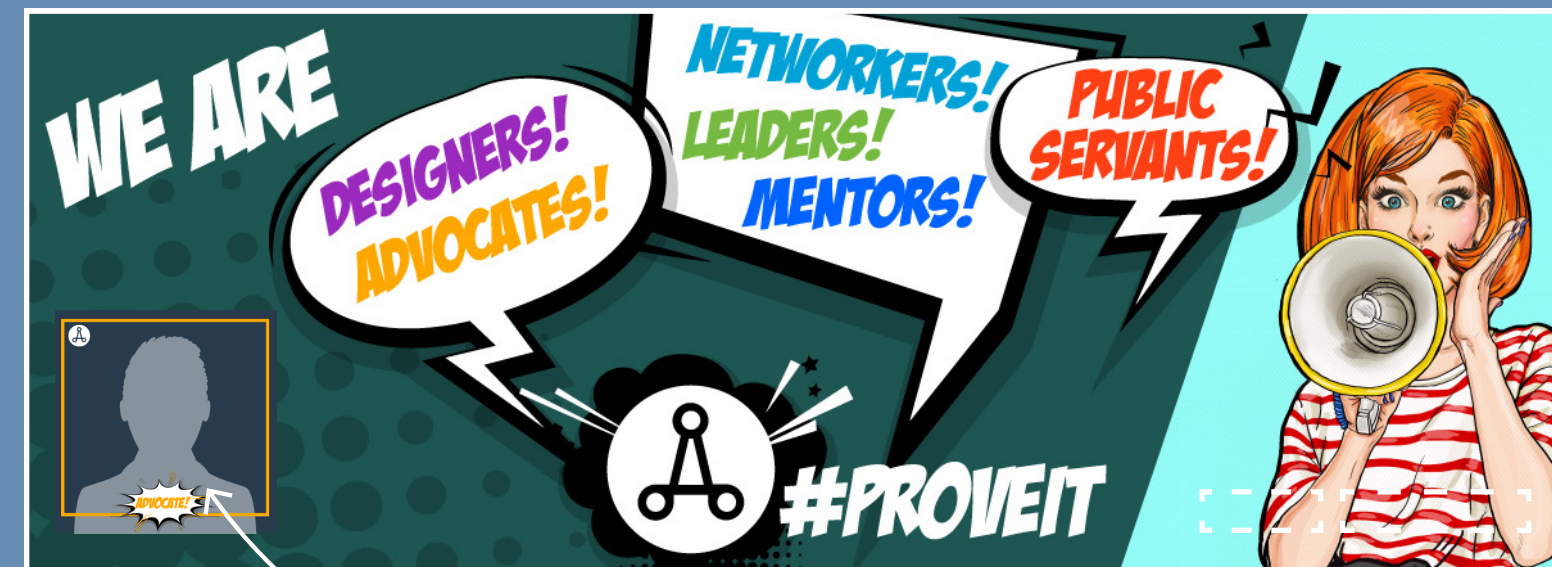
Please email vicepresident@aias.org
if there are any further questions.



Keshika De Saram, AIAS
2017-2018 President



Elizabeth Rose Seidel, AIAS
2017-2018 Vice President



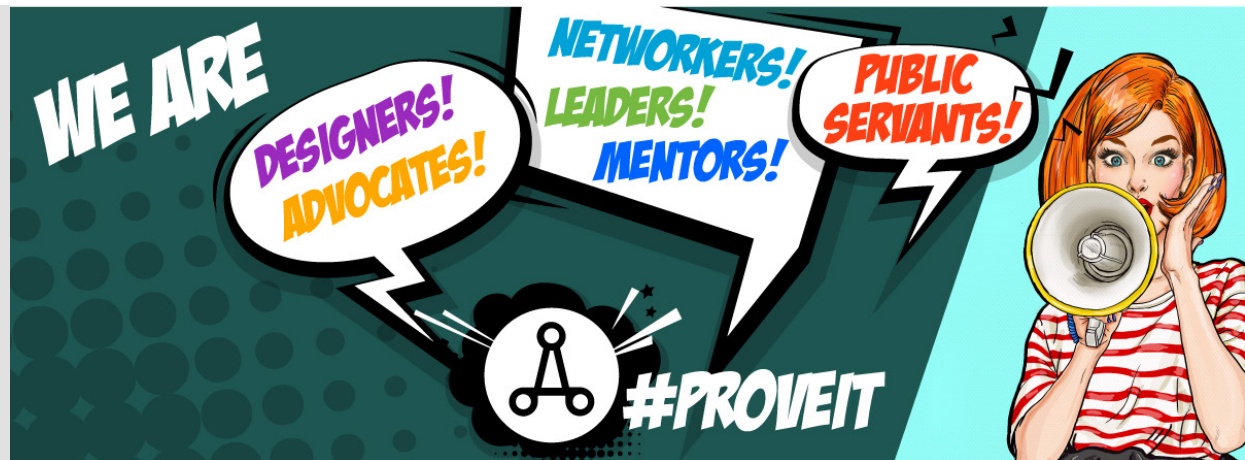
Profile Picture Overlay
for General Use

Profile Picture
for Chapter Page/Group

*All Quads have
designated colors*

Add a button that is a
call to action such as
"Sign Up!"
"Learn More"

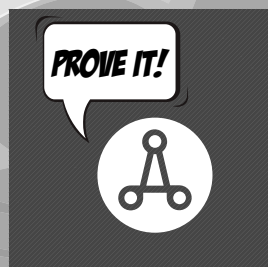
RECOMMENDED USE



▲ **FB COVER PHOTO** For general use.

The message of this graphic is to **SHOW** members what we offer through chapter activities. Many times we have events throughout the year and we do not explicitly say what we gain from the event. We encourage all chapters and individual members to use this image and show their passion for the AIAS and **WHAT IT HAS TO OFFER.**

▼ MIDWEST QUAD



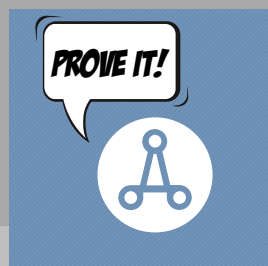
▼ NORTHEAST QUAD



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!



▲ SOUTH QUAD



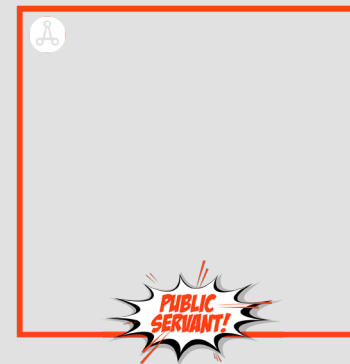
▲ WEST QUAD



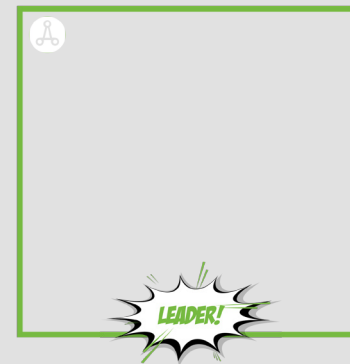
▲ INTERNATIONAL CHAPTERS

FB PROFILE PICTURE OVERLAY For general use.

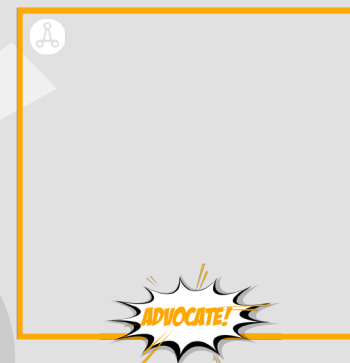
We encourage all individual members to apply this overlay and show the wide network of the AIAS while also displaying why you are proud to be a member. Go to the link provided below to add the overlay to your profile picture. **SHARE** it with all your members!



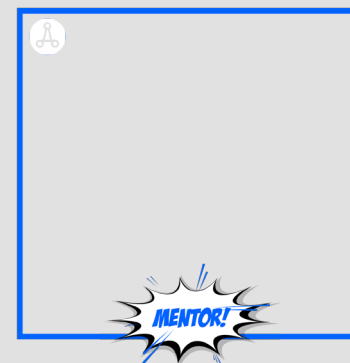
Link to this filter: ▶
<http://bit.ly/AIASLeader>



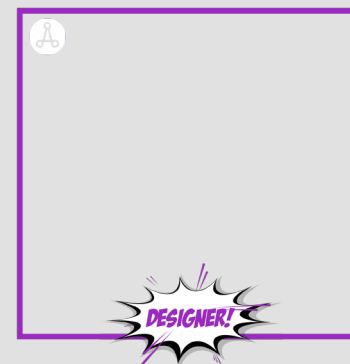
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Link to this filter: ▶
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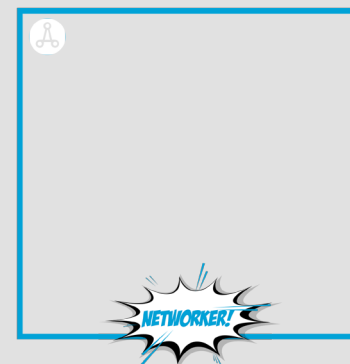


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<http://bit.ly/AIASDesigner>

Link to this filter: ▶
http://bit.ly/AIAS_Networker



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!



#AIASmem17 **COMPETITIONS**

May the odds be ever in your favor.

★ **BULK UP**

★ **GALVANIZE YOUR CAMPUS**
CAN YOU DIP IT?

★ **IN STUDIO COMPETITIONS**

BULK UP COMPETITION

We are challenging you all to
"BULK UP" your membership!

The winner will be chosen based on their
PERCENTAGE GROWTH
from October 31, 2016 to October 31, 2017.

***HERE IS HOW IT WORKS:** We took a snapshot of what your chapter membership was last year on October 31st. Let's say you had **10** members at that time. This year, if you increase your chapter membership to **20** by October 31st, you increased membership by 100%. (Percentage growth)

Winners will receive 5 coupons for 50% off registration costs for FORUM Texas!

Two winning chapters will be chosen after October 31, 2017.

Please contact your respective Quad Directors for numbers from October 31, 2016



#DIPTHIS 2017 Challenge

What is it?

Make a **VIDEO** with your chapter showing a galvanized structure, or a corroded project that could have benefitted from being galvanized... Show your creativity, school pride, and what you know about hot-dip galvanizing by taking on the Can You Dip It Showdown! Over **\$2000** is up for grabs!

A few of the requirements:

- ☁ Introduction to your AIAS Chapter - similar to the creativity used during "Role Call" at AIAS events
- ☁ Minimum of 1 minute; Maximum of 5 minutes
- ☁ Content must not contain any illegal activities and be PG/PG-13 in nature (keep it professional)
- ☁ Content must not contain any copyrighted audio or music

Check out <http://www.aias.org/achieve/competitions> for more information!



**CAN YOU DIP IT?
COMPETITION**

FOUR INSTUDIO COMPETITIONS

RENDER/SKETCH -

Launch: Oct 16, 2017

Deadline: Dec 15, 2017

(winners announced at FORUM)

PORTFOLIO -

Launch: Dec 4, 2017

Deadline: Feb 2, 2018

Results & feedback by March 1
(winners announced at FORUM)

MODEL -

Launch: March 1, 2018

Deadline: May 16, 2018

PHOTO -

Launch: May 16, 2018

Deadline: Aug 1, 2018

WINNERS will be selected and cash prizes will be awarded in the amounts of **\$300, \$200, and \$100** respectively.



Beginning on **OCTOBER 16**, the **InStudio RENDER-SKETCH** Competition will focus on renderings and sketches from students at all levels. Using our AIAS National **INSTAGRAM** account, members can post photos of their sketches or renderings each week of the competition to be selected for the **AIAS InStudio Highlights**.

CRIT LIVE

LEARN FROM YOUR PEERS
#ImpactwithFacts

Each program will consist of **TWO PROFESSIONAL KEYNOTES**, a research tutorial **WORKSHOP**, and a series of **PRESENTATIONS**, pecha kucha segments, and panels exhibiting student research projects.

A social event has been planned for **SATURDAY** evening by the local host chapter. **SUNDAY** will feature an optional campus tour for those interested.

Registration has launched! The event fee will be **\$25** for AIAS members and **\$75** for non-members.

This year's series will be held from 9am to 6pm on **SATURDAY, OCTOBER 14TH, 2017** at four locations around the country:

NORTHEAST QUAD:
Cornell University
(Ithaca, NY)

SOUTH QUAD:
Georgia Institute of Technology
(Atlanta, GA)

MIDWEST QUAD:
University of Cincinnati
(Cincinnati, OH)

WEST QUAD:
University of Arizona
(Tucson, AZ)



GEORGIA INSTITUTE OF TECHNOLOGY UNIVERSITY OF ARIZONA

CRIT x LIVE
AIAS RESEARCH SYMPOSIA

REGISTER NOW!

CORNELL UNIVERSITY UNIVERSITY OF CINCINNATI

SPARK WEEK!

SPARK WEEK is all you! We are challenging you to put together a burst week during membership month! **#PROVEIT** A spark week is **2 - 3 EVENTS** held by your chapter in one week! Don't worry, if that is too much we also made a calendar that just says **"MEMBERSHIP MONTH."** Spread out the events over a few weeks! Use the tool that will make you most successful. Whatever you choose, use this time to demonstrate what you guys will be up to all year!

☁ This calendar, font, and editable pieces are in the membership package sent to chapter presidents! **ENJOY!**



FIRM TOUR

@ ABC ARCHITECTS!
5PM on OCT 3, 2016
[address]

**FRESHMAN
ICE CREAM SOCIAL**

4:30 PM OCT 4, 2016
[location]

We gave you some filler pieces to "plug holes" in your calendar. Try not to overload your members. Two events in a week can be a big commitment for new and returning members alike!



MEMBERSHIP MONTH 2017
SPARK WEEK!



JOIN TODAY!



AIAS
[NAME OF YOUR SCHOOL]



*"Everything begins with an idea."
- Earl Nightengale*

#AIASmem17
KIT OF IDEAS



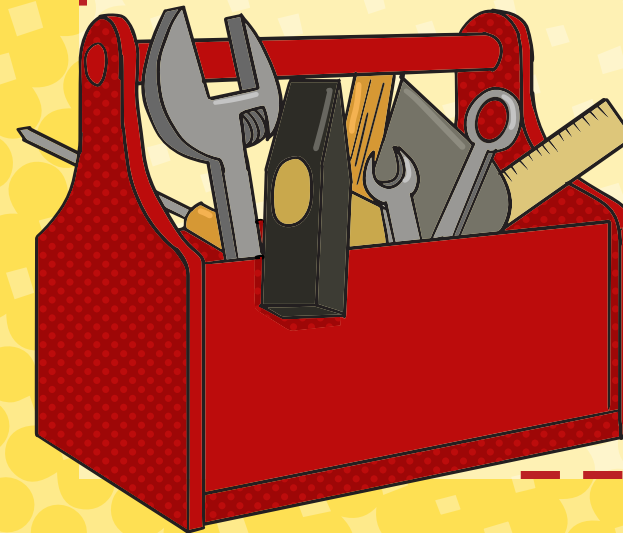
CELEBRATE MEMBERS

**"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 already 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.



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!



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. **#BEPRESENT**

FUNDRAISING Side Note:

Did you know you can contact Chapter alumni to be AIAS members?

Alumni membership dues are \$60, HALF of that goes directly to your chapter. Nick Serfass, Executive Director, personally reaches out to every Alumni member who signs up to offer a direct thanks for their contribution. Take Initiative!

Alumni are used to being asked for funds so please don't be shy. Reach out and see if they would be interested in being members and giving back. Perhaps they will donate directly to your chapter. **GOOD LUCK!**



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 proud 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. Then sell that swag! **#SELLthatSWAG**

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.**

LINGO Side Note:

We are NOT a club! So please do not refer to us as one. We are a national organization that gives a voice to students in the industry and profession.

The American Institute of Architecture Students is an independent, nonprofit, student-run organization dedicated to advancing leadership, design, and service among architecture students. (In fact, ITS OUR MISSION)

PRO TIP: Don't let them leave without registering.

Set up computers or tablets with the membership form open for **ON SITE REGISTRATION**. Everything after this event should give members priority. Make it fluid for them to get involved!



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.



SOCIAL SERVICE

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.

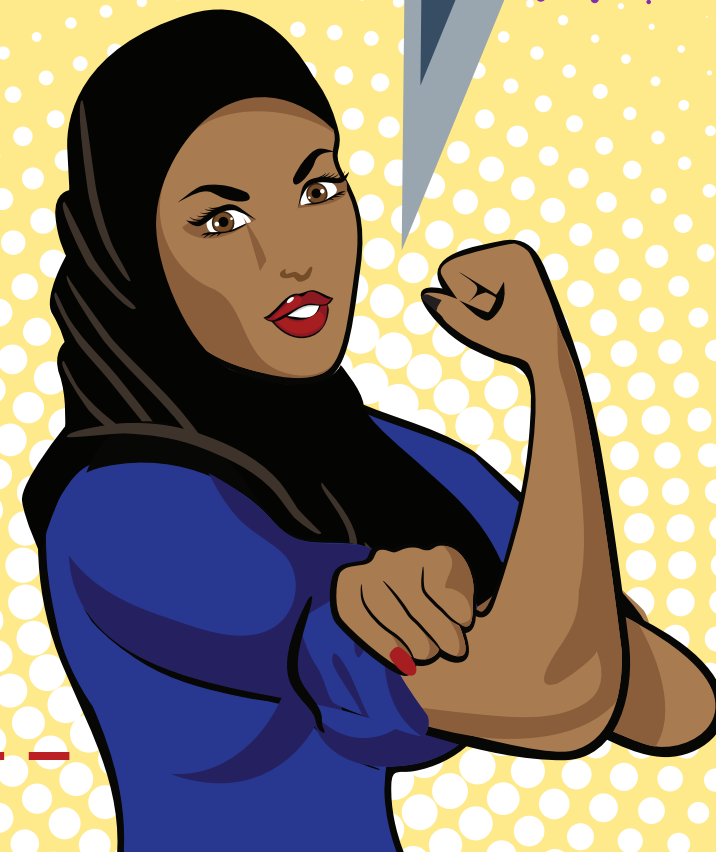
REACH OUT to your local AIA or local newspaper and let them know what you’re doing. **It’s important that the public knows the good that architecture does for our communities.**



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.

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



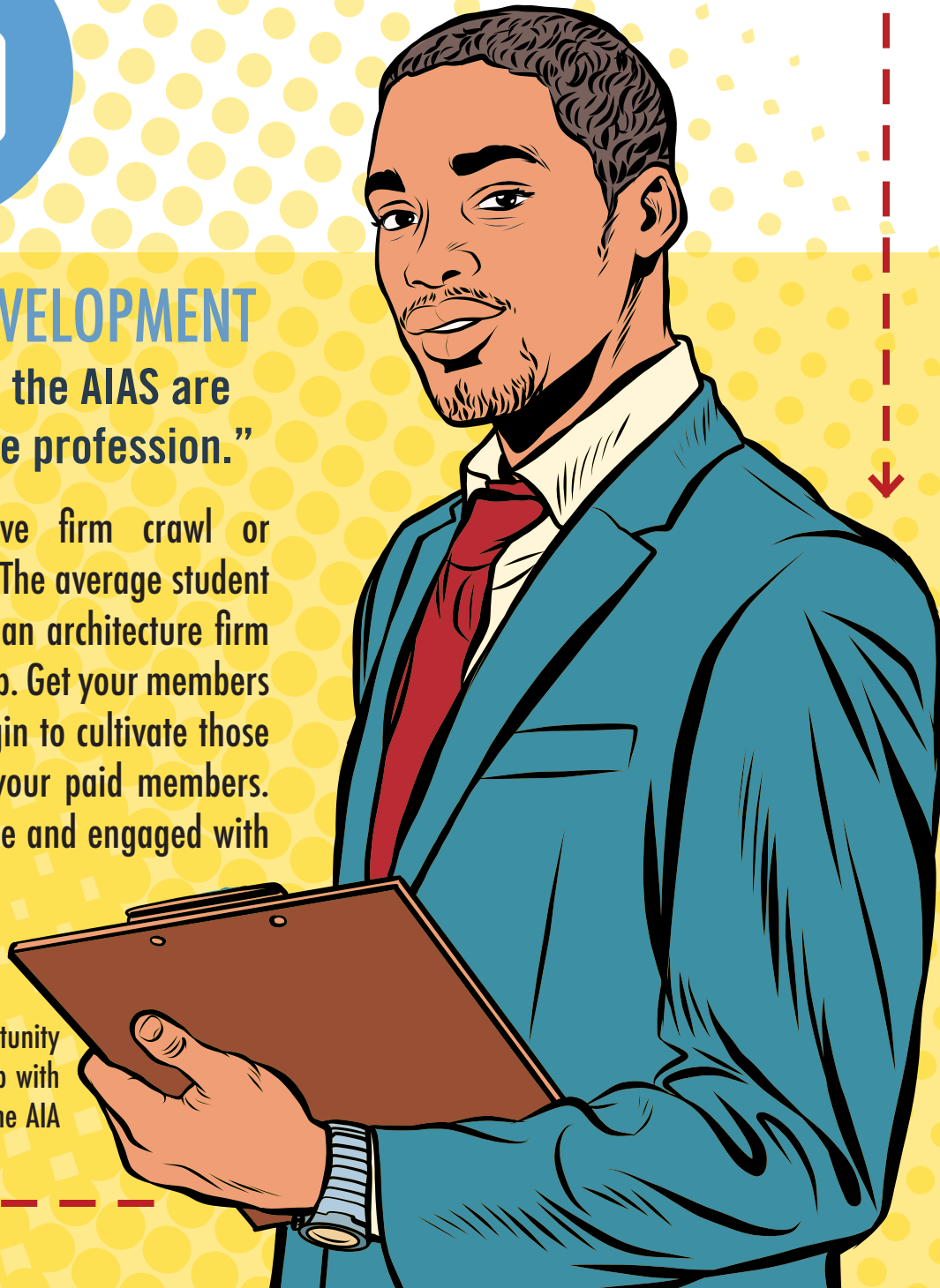


PROFESSIONAL DEVELOPMENT

“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.



EXCLUSIVE EDUCATION

“Members of the AIAS 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!

BONUS PRO TIP: Talk to the freshman and sophomore studio professors. Ask them what skills students are consistently behind on at those levels. Hold a workshop and enjoy your previously acquired faculty buy in.



WHO TO CONTACT
Call me! Beep me!

QUESTIONS ABOUT LOCAL OR *CHAPTER DUES?*
Email mailbox@aias.org with subject "Local or Chapter Dues"

ISSUES WITH *JOINING* OR *RENEWING?*
Email mailbox@aias.org
with subject "Join or Renew Problems"

QUESTIONS ABOUT MEMBERSHIP *COMPETITIONS?*
Email vicepresident@aias.org

QUESTIONS ABOUT *LOCAL CHAPTER* OPERATIONS AND MANAGEMENT?
Contact your Quadrant Director!

Brigid Callaghan, Director, Midwest Quad: midwest@aias.org
Amy Rosen, Director, Northeast Quad: northeast@aias.org
Sarah Curry, Director, South Quad: south@aias.org
Caitlin Kessler, Director, West Quad: west@aias.org

OR GIVE US A CALL!
(202) 808-0075

LOVE YA, MEAN IT!
-ELIZABETH



#AIASmem17 | #Provelt | @aiagorg

THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

FALL 2017

MEMBERSHIP MONTH

