

2019-2020



MEMBERSHIP MANUAL

THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS
an independent, student-run, non-profit organization

MEMBERSHIP MANUAL



INTRODUCTION

At the heart of the organizations activities is a cooperative effort designed to transform todays student into the type of leader the world needs today. This includes both an active and involved student membership, and a close and mutually supportive role for faculty, professionals, the design community and the community who stand to benefit from the advancement of the profession of architecture in it's many forms.

The purpose of the AIAS Membership Manual is to provide chapter leaders with a resource that they can use to build their membership base throughout the year, starting with membership month. The contents of this manual are as follows:

Membership Month Campaign

Membership Growth Toolbox:

Chapter

Voice

Leadership

Design

Service

Campus

Network

Members

Contact Information

Keep in mind that this manual is far from comprehensive! It's a great starting point for all of our chapter but don't be afraid to build off of it and make your chapter unique by fostering local relationships and taking advantage of every opportunity that benefits your members!

As you begin to recruit members, don't forget **why we are here, what we do, and who we are!**

QUESTIONS?

aias.org/membership
vicepresident@aias.org

MEMBERSHIP MONTH CAMPAIGN



SCHEDULE

This year's theme is Amplify. During #AIASmem19, the national office will be focusing on how you can Amplify Your: _____. The theme allows us to truly amplify our membership growth toolbox that is outlined in this manual. The schedule of the Fall Membership Month is as follows:

WEEK 0: AMPLIFY YOUR: _____	September 2nd
WEEK 1: AMPLIFY YOUR: CHAPTER	September 9th
WEEK 2: AMPLIFY YOUR: VOICE	September 16th
WEEK 3: AMPLIFY YOUR: LEADERSHIP	September 23rd
WEEK 4: AMPLIFY YOUR: DESIGN	September 30th
WEEK 5: AMPLIFY YOUR: SERVICE	October 7th
WEEK 6: AMPLIFY YOUR: CAMPUS	October 14th
WEEK 7: AMPLIFY YOUR: NETWORK	October 21st
WEEK 8: AMPLIFY YOUR: MEMBERS	October 28th

Be sure to share photos from your chapter on social media and tag @aiasorg. The membership month hashtags are:

#AIASmem19
#AIASleadership
#AIASdesign
#AIASserve
#AIASamplifyyour
#visiblevalue

Be sure to download the Membership Month Campaign Graphics Package and Chapter Resources Package from the CoP Team Drive to promote the AIAS at your school and in your community!

QUESTIONS?

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MEMBERSHIP TOOLBOX



CHAPTER

Everybody likes to belong. 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.

Whether its a t-shirt, a key-chain, or a sticker, people love to show off what they love. So give them something to be proud of.

Set up a table and then sell all the swag!

Pro Tip:

Use the resources you have access to!

If you're school has a laser cutter or CNC, throw together a CAD or RHINO file and make some key-chains out of scrap materials. Low cost, high yield, and super rad!



**“THE AIAS IS MORE THAN
A CLUB...”**

QUESTIONS?

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MEMBERSHIP TOOLBOX



VOICE

The AIAS is the only collateral run by and for students! Spread the word.

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: existing members, potential members, members of other student organizations like Tau Sigma Delta or NOMAS, faculty, and staff! 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. Having your board invite individual students directly is a great first step to build those personal relationships.

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 give members priority.



**“WE ARE LEADERS.
WE ARE ADVOCATES.
WE ARE STUDENTS.
WE ARE AIAS.”**

QUESTIONS?

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MEMBERSHIP TOOLBOX



LEADERSHIP

Your potential members are in school to learn. Between studio, history, structures, and everything in between, architecture school teaches you a lot! But sometimes things are left out of our education. The AIAS tries to fill that gap.

Provide opportunities for your members to learn soft skills like communication, time management, work ethic, and self-confidence! Your studio professors will be impressed next time your members stand up to present their work.

Being a good leader is also about finding other people's strengths and recognizing them. You should always be thinking about empowering others and finding a successor to ensure the longevity of your chapter.

Pro Tip:

It's more than just leadership, it's lifestyle!

Being a good leader takes more than great leadership skills. It also means taking care of yourself: mind, body, and spirit.



“THE AIAS WOULD NOT BE POSSIBLE WITHOUT THE DEDICATION AND PASSION OF ITS LOCAL LEADERS.”

QUESTIONS?

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MEMBERSHIP TOOLBOX



DESIGN

Provide your members with a unique educational experience. This could be a program workshop, a guest lecture, or a trip to an active construction site. 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:

Be sure to engage your faculty and administration!

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



“AIAS MEMBERS ARE BETTER EQUIPPED.”

QUESTIONS?

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MEMBERSHIP TOOLBOX



SERVICE

The Open Architecture Collaborative, Habitat for Humanity, The AIA Foundation, or our very own Freedom by Design Program are all amazing opportunities to make a difference through architecture.

Invite your members and get the community involved; the more people the better! Reach out to your local AIA component, local NCARB affiliate, or the 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:

Take advantage of all of our national partnerships!

NCARB donates money towards FBD Project Grants and FBD Director Grassroots Registration.

Benjamin Moore donates paint for any FBD project that might need it!

Visit www.aias.org/fbd to learn how to start an FBD program at your chapter, see project portfolios, and watch FBD Case Studies with your members to build hype at your school!



**“AIAS FBD PROJECTS BETTER
THE COMMUNITY, PROMOTE
SKILL BUILDING, AND FOSTER
RELATIONSHIPS.”**

QUESTIONS?

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MEMBERSHIP TOOLBOX



CAMPUS

Provide something that isn't typically available on campus.

Devise some sort of way to create a special promotion for your members, but make sure the event is about the student body as a whole. Set up a table somewhere public where the whole campus will see you, like the front lobby of your architecture building. And don't forget to ask your administration for a room that your chapter can use as a home base!

Pro Tip:

Host a big event during the semester! And be sure to work with other student organizations on campus like NOMAS, USGBC, and IIDA.

Be sure to invite the entire student body, faculty and staff, and professionals from the area. Here are a few campus event ideas:

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!

Halloween Bash: What better time to have a party? Take a break from midterms with music, junk food, and a costume contest.

Cook Out: Host a cookout to start the year off right! Make sure to get everyone there by working with your faculty advisor and administration to get a food permit. Don't forget to bring lawn games, a soccer ball, or frisbee. And ask your professors to raffle off some of their work or napkin sketches.



**“THE AIAS MAKES OUR CAMPUS
LIFE BETTER!”**

QUESTIONS?

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MEMBERSHIP TOOLBOX



NETWORK

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 and expose all levels of students to the architecture profession. Give priority to your paid members. And get your members out there and engaged with the profession!

Pro Tip:

AIAS + ACSA
AIAS + AIA
AIAS + NAAB
AIAS + NCARB

This is your opportunity to create and strengthen your relationship with your local AIA component. Reach out! All of the collaterals always welcome student engagement. And members of these organizations most likely work at firms with a great firm culture and they love getting to know potential employees!



**“STUDENTS INVOLVED IN THE AIAS
ARE BETTER CONNECTED TO THE
PROFESSION.”**

QUESTIONS?

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MEMBERSHIP TOOLBOX



MEMBERS

Make your members feel special, because they are! Be sure to constantly celebrate your membership base and showcase the #VisibleValue they are benefiting from by being a registered member of the AIAS.

Host an exclusive event. It'll prime your existing members to serve as an extension of your leadership and a sounding board for all the events you'll be coordinating throughout the year.

Pro Tip:

A little gratitude can go a long way!

Whether it's charging a small fee to nonmembers for workshops, providing a huge discount to members for a Beaux Arts Ball ticket, or hosting a large exclusive event, don't forget to say thank you to your membership.



**“THE AIAS WOULD NOT EXIST
WITHOUT ITS MEMBERS!”**

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CONTACT INFORMATION



GOT QUESTIONS?

Whether your chapter is brand new or has been around for a long time, it's okay to not have all the answers. There is a great team of people that are here to make sure you and your chapter are successful all year long!

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Instagram: @aiasorg

Twitter: @aiasorg

Don't forget to follow us on social media and visit www.aias.org to check out all our content, competitions, partners, and events!

For resources, be sure to search in the COP Team Drive using your chapter's official @aias.org email account. Not sure how to access it? Send us an email and we'll make sure to get you setup!



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OF ARCHITECTURE STUDENTS**

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