

2020-2021



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 today's 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 its 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 but don't be afraid to build off of it 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!** Be sure to check out the AIAS mission statement and more on the AIAS website to brush up on all things AIAS!

QUESTIONS?

aias.org/membership
vicepresident@aias.org

MEMBERSHIP MONTH CAMPAIGN



SCHEDULE

This year's theme is Take Action. During #AIASmem20, the national office will be focusing on highlighting alumni and current chapters that are taking action right where they're at. During these virtual times, it's important to keep the focus on the action we want to see this year.

LAUNCH + MEMBERSHIP MANUAL, GRAPHICS August 17th

LAUNCH OF CHAPTER PROMO COMPETITION August 18th

TUESDAYS: ALUMNI FEATURES

VISIBLE VALUE WEDNESDAYS (INSTA TV)

WEEKENDS: CHAPTER TAKEOVERS (INSTA STORIES)

CHAPTER PROMO COMPETITION END September 25th

AIAS TOWN HALL September 26th

MEMBERSHIP MONTH WRAP UP September 30th

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

#AIASmem20
#AIASleadership
#AIASdesign
#AIASserve
#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.

After the competition, create and sell the swag so members can represent the chapter!

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 and high yield!



**“THE AIAS IS NOT A CLUB,
IT’S AN ORGANIZATION,
AND A COMMUNITY...”**

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, listen to, 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 and hear about what your peers are looking for. 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:

Use the opportunity to talk about the value of AIAS membership and plan more ways to amplify the voice of students!



**“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.

And don't forget, as a leader you get to set the example for those around you!



**“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 virtual trip to an active construction site. Whatever you choose to do, make it something otherwise unavailable.

Think about 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.”

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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

Even if your school is entirely online this year, think about ways to bring people on your campus together, even if it's virtually. 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.

Pro Tip:

Work with other student organizations on campus like NOMAS, USGBC, and IIDA to host a joint event.

Be sure to invite the entire student body, faculty and staff, and professionals from the area.

Used Book Sale: Collect architecture professors and students' used books and sell them to your student body. Think about shipping fees if its virtual!



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

QUESTIONS?

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MEMBERSHIP TOOLBOX



NETWORK

Organize a firm crawl or professional networking mixer. Get creative and make it virtual!

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
AIAS + NOMA(S)

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



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

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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.

Use social media to highlight members in your chapter and their accomplishments, and think about ways to create a sense of community among members.

Pro Tip:

A little gratitude can go a long way!

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



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

QUESTIONS?

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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](https://www.instagram.com/aiasorg)

Twitter: [@aiasorg](https://twitter.com/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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