

# New Members & Sponsors w/o Spending Money

## Sponsors / Venues

### Popular Companies

- Google Training/Learning/L&D and your town.
- Billboards
- Conference show floor
- Business Times lists
- LinkedIn
- Walk around

### Edtech companies

- EdSurge
- Local listservs (Google groups, Yahoo groups, and meetup)
- CrunchBase

### Don't forget the do Gooders

- Libraries
- Community Centers
- Nonprofits

### Give me a Venue

- General Assembly
- Liquid Space

### Where you work

### *Other Ideas:*

### *What I will do:*

## Do I really want the venue

- Building access
- Number of attendees
- Can people see the screen
- Food in the space

### Alternatives to venue sponsorship:

- Food
- Free services for your members
- Prizes for future events such as books, swag or free classes.

## Members

### Social places to pick up new members

- Meetup
- Yahoo groups
- Google groups
- Facebook groups and events
- LinkedIn Groups

### Universities

- Volunteers
- Interns
- Members
- Potential venues
- Student rate

### K12 Teachers

- Volunteer
- Members
- Career discovery
- Connect with them via yahoo or google groups.
- Search for educators and teachers.

### Associations

- Cross over events
- Consortiums
- American Society for Association Executives.

### *Other Ideas:*

### *What I will do:*

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## Approaching them

### The importance of the pitch

Tips for creating a good pitch

- Use the deck that ATD provides
- Practice your pitches
- Tailor your pitch on the fly
- Focus on how you can help
- What makes you cool and unique.

## Maintaining Relationships

- Service oriented thinking.
- Early sacrifices for the long term relationship
- Keep it personal

### Taking Care of Sponsors

- Thanking them
- Their people attend for free
- Offer them a swag/info table at the event.
- Ask if they would like someone to do a company pitch
- Their logo and a blurb about the company is on the event site.
- Have a personal relationship with the sponsor

*Other Ideas:*

*What I will do:*

## Taking Care of Members

- Make it community oriented
- Inter program methods of interacting
- Facilitate social learning

*Other Ideas:*

*What I will do:*

## Document everything on a shared drive

## Tips for Operating on the Cheap

- Free Venue
- Self-cater food
- Try Costco
- Bring a knife
- No name brands
- Franzia effect

*Other Ideas:*

*What I will do:*