Membership recruitment and retention start with coherent and engaging messaging. We’ve outlined 5 of CAA’s marketing and communications best practices for digital and print promotions:

1. **DEVELOP A CONTENT STRATEGY BASED ON YOUR STRATEGIC PRIORITIES.**
   - When time and resources are limited, a content strategy helps you to identify what’s most important, stay on track, and ensure everyone is on the same page.
   - Establish a Marketing Chair to define your key communications goals, map your action items, and manage implementation.

2. **ATTRACT YOUNG ALUMS: USE WORDS LESS AND THE INTERNET MORE.**
   - We guarantee recent graduates won’t respond to paragraphs of content or an outdated website. Keep your messaging concise.
   - A web presence is essential. Ensure your website is ALWAYS up-to-date with recent photos and upcoming events. Be mobile-friendly! More than half of all browsing sessions are now done on a mobile phone or device.
   - Allow members to join online. Position join information front and center, and ensure it’s easy to opt-in to email updates.

3. **UTILIZE SOCIAL MEDIA, ESPECIALLY FACEBOOK.**
   - Create Facebook Events for upcoming club activities, and actively post photos of recent gatherings.
   - Share non club-specific content (like campus and sports news) from official Cal channels, including CAA’s Facebook page.

4. **PHOTOS ARE YOUR FRIENDS.**
   - Don’t drown your constituents in detail. Feature high-quality photography in your print and digital marketing to communicate your message.*
   - Send your event photos to your chapter advisor. High-quality photos can be featured on CAA’s website and social media.

5. **KEEP IT (BERKELEY) BLUE AND (CALIFORNIA) GOLD.**
   - Tie your communications to UC Berkeley by using colors and fonts that follow University brand guidelines and campus communications guidelines.*
   - Co-branded print materials must be approved by CAA’s marketing department prior to printing. Send your draft materials to your chapter advisor for review.

* Visit alumni.berkeley.edu/brand for more information.
CHAPTER WEBSITES WE LOVE:

Cal Alumni of Los Angeles  
calalumlosangeles.org

- Modern design
- Minimal language, lots of photos
- Up-to-date events calendar
- Easy to become a member online
- Easy to subscribe to club emails

Orange County Cal Alumni Club  
occalumni.org

- Up-to-date events calendar
- Easy to become a member online
- Easy to subscribe to club emails

Cal Alumni Chapter of Las Vegas  
Visit alumni.berkeley.edu/chapters to locate

- Up-to-date information
- Consistent use of hyperlinks, color, and imagery

Cal Alumni Club of Washington, D.C.  
dcccalumni.org

- Big, bold, high-quality photos showcase the chapter’s diverse membership

CAA provides all of our Alumni Chapters with a hosted website powered by Convio, our third-party website and email provider. Contact your Chapter Advisor for more information.

Free alternative: Wordpress.com