



Beta Gamma Sigma and our dedicated Chapter Advisors are constantly creating new ideas to get the word out about the Society. We want current and prospective members to know BGS is THE business honor society to join. We also want our members to know BGS is prevalent on and off campus. To encourage new members to join and to remind current members why BGS membership is a lifetime value, here are a few ways to keep BGS growing!

BGS ON-CAMPUS

- ✓ Utilize digital screens or hang eye-catching [banners](#) inside and outside of buildings on campus to remind students that BGS is a prestigious and popular society.
- ✓ Keep flyers and information about BGS current on digital screens or social media post for students to obtain information about joining. Consider featuring successful BGS alumni and faculty.
- ✓ Purchase a [Bronze Key](#) for your campus and display it prominently.
- ✓ Place “Will You Be Tapped?” signs around the business buildings prior to your Tapping Ceremony to keep the excitement of joining fresh in students’ minds.
- ✓ Encourage current members and faculty to wear their BGS lapel pin or add the digital member [badge](#) to their LinkedIn pages, online profiles and resume.
- ✓ Have [Student Officers](#) or other BGS members promote BGS at career fairs, freshman orientation events, information sessions/tables and social media to encourage future membership. Use incentives! (Free food, giveaway prizes, etc.)
- ✓ Bring business leaders from around the world to speak virtually or in person at BGS events to inspire future and current members in pursuing a career in the business world.
- ✓ Make sure students know which faculty members are part of BGS and that faculty members welcome discussing BGS with potential members!
- ✓ Ask BGS faculty to participate in BGS events including the recognition ceremony and to promote BGS during class. Post BGS signs on faculty members’ office doors.

BGS OFF-CAMPUS

- ✓ Have current members wear their lapel pin or any other BGS regalia wherever they go and send in pictures to the Global Headquarters and to your chapter to show new members BGS is everywhere!
 - Offer incentives for turning in pictures (i.e. “We’ll send you a BGS planner/travel mug/etc. in honor of your constant support of BGS).
- ✓ Use social media and virtual meeting platforms to connect students from around the world who are interested in BGS to promote membership.
- ✓ Promote BGS on your university’s website. Highlight BGS events, [resources](#), [benefits](#), faculty, new members, and alumni.
- ✓ Encourage students to participate in the [Virtual Networking opportunities](#) and the [Regional BGS Conference](#)
- ✓ Send emails to parents and employers of invited/accepted members to honor the students on their achievement and encourage them to join.
- ✓ Encourage alumni to keep BGS as a part of their life through appreciation emails, invitations to on-campus events, etc.
- ✓ If there’s a [BGS Alumni Chapter](#) in your area, encourage students and faculty to attend their events, and invite the Alumni Officers to your virtual or in person BGS events.
- ✓ Your Chapter may select a prominent member of the business community as a [Chapter Honoree](#) to promote awareness of BGS among potential employers.
- ✓ Encourage new members to participate in one of the four society wide [Virtual Recognition Ceremonies](#) to ensure all new members have the opportunity to be honored and are aware of the lifetime benefits of their membership.