



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 more than prevalent on and off campus. To encourage new members to join and to remind current members why BGS is worth being a part of, here are a few ways to keep BGS growing!

BGS ON-CAMPUS

- ✓ Keep flyers about BGS current on bulletin boards around campus for new members to obtain information about joining. Consider featuring successful BGS alumni and faculty.
- ✓ Hang eye-catching banners inside and outside of buildings around campus to remind students that BGS is a prestigious and popular society to be a member of.
- ✓ Purchase a [Bronze Key](#) for your campus and display it prominently.
- ✓ Keep current BGS publications available in all business buildings for current and potential members to learn more about the Society. Beta Gamma Sigma offers several free promotional items for chapters to use. Chapters can order these through the Chapter Management System.
- ✓ To keep the excitement of joining BGS fresh in students' minds, use our marketing materials during your Tapping Ceremonies. In our [marketing kit](#) you'll find high resolution logos, banner printing information, a BGS Zoom background, and more.
- ✓ Encourage current members and faculty to wear their BGS pins and other gear *especially during February* to honor the creation of BGS. We were founded on February 19, 1913.
- ✓ Have Student Officers or other BGS members promote at career fairs, freshman orientation events and information sessions/tables to encourage future membership. Use incentives! (Free food, giveaway prizes, etc.)
- ✓ Bring business leaders from around the world to speak 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

- ✓ Chapters can now submit and share materials, including articles, social media posts, or photos related to BGS chapter activities and celebrations via our [Chapter Media Submissions](#) form.
- ✓ Use social media to connect students from around the world who are interested in BGS to promote membership. Follow us on [LinkedIn](#), [Instagram](#), [Facebook](#), [Twitter](#), and [YouTube](#).
- ✓ Promote BGS on your university's website. Highlight BGS events, faculty and alumni.
- ✓ Send students to the [Global Leadership Summit](#) to learn more about BGS.
- ✓ Send letters 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 letters, 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 on-campus 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.