

## Reaching Long Distance Members

*Many PTG chapters have members who don't live within easy driving distance of chapter meeting sites. Here are some ideas for making sure your members stay in touch and stay involved:*

**Publish a newsletter.** Whether you distribute it electronically or by mail, establish a regular distribution schedule (monthly, quarterly, etc.). Include a schedule of future meetings and as much information as possible about members, technical resources, and PTG business. Developing an electronic newsletter is as easy as composing an email. Use minimal formatting to make it easy for smartphone readers. Be sure to include non-members and visitors to your distribution list.

**Think internet.** Use your chapter community at [my.ptg.org](http://my.ptg.org) to communicate frequently with members. Post meeting announcements and newsletters. Start discussions. Add interesting pictures and documents to the library. Share links. Share technical tips and exam prep information. Set up a chapter website with basic meeting, membership, and contact information. The website can also be used as a marketing tool for members. People today search the internet just as easily as they open a phone book and you can put more information on a web page about your services. Contact the PTG Home Office for help and information about using your [my.ptg.org](http://my.ptg.org) chapter community or setting up a website.

**Have fewer, but longer meetings.** Schedule a half-day, hands-on seminar instead of a shorter technical session as part of a regular meeting. People will be more likely to travel a longer distance for a workshop or seminar. Conduct your regular business, but keep it short. Put some effort into planning your meetings. You should include both an opportunity for social networking and an educational session in your agenda.

**Meet at different locations.** Ask members to host a meeting in their own area and be responsible for finding a site and arranging for refreshments. Alert members early and frequently about site changes.

**Create a calling tree.** Divide up the member roster among chapter officers and committee members. Be sure each chapter member receives at least one contact before each meeting or special chapter event. Make it a personal invitation rather than a group e-mail. Avoid combining contact calls with dues payment reminders.

**Recruit volunteers for one-time assignments.** Personally ask individual members to help with a particular part of a meeting or a particular task. People are more likely to say yes when they have a specific beginning and ending to an activity. They are also more likely to help when they see value in the project.

**Try a telephone conference.** There are a number of telephone companies that offer low-cost conference-call services. This is a good way to conduct a business meeting or group discussion over a particular project or issue.

**Record your technical sessions.** Send a video or audio tape of your meeting to those unable to attend. Use a good camera and a good camera operator, though, to make sure the quality is good enough for home viewing.