Dear I²SL Chapter Officers,

Last month, we discussed ways to successfully transition a new board. However, behind every great board are actively involved members who further the local chapter’s mission. Below are a few resources to help grow your chapter’s membership:

**Level One:**

- Add the I²SL Membership Identifier to your presentations, websites, and email signatures to let your network know that you are dedicated to furthering I²SL’s mission to advance sustainable laboratories globally. As a reminder, all chapter officers are required to be an I²SL HQ Member of good standing.

- Distribute the I²SL Membership Flyer to promote information about member benefits, membership responsibilities, and the process to become a member to your chapter’s network. Ensure your chapter has a few flyers on hand at chapter events or other networking opportunities.

- Incorporate the membership informational slides from the I²SL Slideshow when your chapter hosts a presentation.

**Level Two**

- Show your I²SL pride by wearing I²SL branded apparel available through [Lands’ End Business Outfitters](#). Chapters can also set up their logo in the I²SL store to add a regional flair to the attire.

- Send an email promoting membership to your chapter’s mailing list and other network contacts. I²SL HQ maintains a mailing list of 8,000 contacts which includes a list of expired contacts to help your chapter re-engage or help them find another chapter if they’ve moved to another area.

**Level Three**

- Plan a membership drive to socialize with your chapter’s network and have
an opportunity to answer questions about I²SL Membership in a casual, relaxed manner. Refer to the Basic Event Planning Timeline and “Event Planning Tips for Chapters” webinar for ideas on how to plan a successful membership drive.

Thank you for all you do for I²SL,

Crystal Jones and Erin Pittorino
I²SL Chapter Coordinators