Communications
The communications chair is the official publisher of the key communications vehicles. This chair is responsible for internal communications within the chapter and organization as a whole. Communications efforts include informing members and the NAMA office on a timely, ongoing basis of the news and activities of the chapter.

Audiences
Determine what vehicles you will use to communicate with the following:
• Current Members
• Prospects
• Expired Members

Once you determine how to communicate with these audiences, put together a written plan to share with your board of directors. The NAMA office maintains a current list of your members and you can receive mailing labels for your chapter twice a month at no charge. You may also obtain the mailing list electronically. The NAMA office maintains a prospect database and a list of expired members as well. Check with your membership chair, they may have a prospect list that you would want to use also.

Funding
Your chapter may have a budget for communications already. If not, you may want to consider selling sponsorships for your efforts. Many times local companies will consider in-kind donations such as printing, etc., in exchange for recognition. Check with your board of directors to make certain.

Communications Suggestions
Newsletter
If you decide to publish a chapter newsletter, determine how many issues you will publish per year and set a production schedule and closing dates. Develop a template, style or look and determine who will produce it if you are unable to. Idea: Check with your student chapter and see if they would be willing to produce your newsletter as a club project. The NAMA office can distribute the newsletter via email to your chapter members, on a complimentary basis.

Website
If you maintain your own website, be sure to post events and programs and send them to the NAMA office to post for you on the main NAMA website. This will often increase your attendance. You can email chapter information to Debbie Brummel at debbieb@nama.org.

Email (See National Services section.)
The NAMA office can send out emails to your chapter, free of charge. You can email your message, in its native format, to Debbie Brummel at debbieb@nama.org. Please allow 24 hours for delivery.

General Notes
• Whether you use all the tactics above or only one, be sure to communicate with all the other chairs in your chapter to find out what deadlines are approaching and what programs are coming up so that you can make the most of your communications efforts.
• Be sure to use information sent by the NAMA office to communicate to your members about national programs such as the Fall Conference, Best of NAMA, and the Agri-Marketing Conference.
• Be sure the national Executive Committee members, your chapter presidents, and the NAMA Manager of Chapter Services & Membership (debbieb@nama.org) are on the list to receive all communications pieces.