

Ideas for Recruiting and Building a Student Chapter



- Have an open house at the beginning of the semester featuring staff or members of AAAE to speak about membership and benefits.
- Set up tables displaying AAAE materials at the student activities fair and the freshmen orientation.
- Visit classrooms and give a presentation about your student chapter and activities.
- Share upcoming chapter events with professors; they can post club meeting and event announcements on their classroom site.
- Partner with professors to offer extra credit or attendance incentives for attending AAAE events—this boosts both turnout and exposure.
- Ask professors to mention AAAE to students in their advising sessions.
- Announce upcoming chapter meetings in your classes; invite everyone to attend.
- Announce membership updates at each meeting and remind people to bring friends to the next event. Let your members know that recruiting is a top priority for the group.
- Encourage members to join AAAE: www.aaae.org/join
- Create a website and social media account to list upcoming events and contact information. Be sure to tag @AAAEDelivers!
- Pin a highlight reel on your Instagram or TikTok: Use a 60-second video showing your top moments, airport tours, and conferences. Use upbeat music and captions for accessibility.
- Create a recurring #AviationFactFriday or #RunwayWisdom post: Share one cool aviation or airport fact each week, keeping your feed educational and follow-worthy.
- Partner with other student orgs for co-hosted events: For example, joint networking night with the business club, or a “Women in Aviation & Engineering” speaker panel.
- Send out weekly emails about upcoming events.
- Collect contact info at every event using a sign-in sheet or QR code linking to your membership form or website.
- Host a prize raffle. The requirement to enter could be to sign up on an email list or become a member of the chapter.
- Promote chapter activities to students in other majors—like business, engineering, and communications—who may not know aviation is a fit for them.
- Put a flyer on bulletin boards in public areas of campus.
- Host an “Invite a Friend” event.
- Create t-shirts with your school logo and the AAAE Student Chapter logo.
- Display business cards of former chapter members now working in aviation to demonstrate that former chapter members are finding jobs in their field.
- Provide students who visit your meeting with an information packet about your chapter and AAAE. Include a calendar of events, a list of chapter officers, and an application to join.

*Help us add to this list and send your ideas to jennifer.richards@aaae.org
For additional resources visit www.aaae.org/academic*

Chapter Activity Ideas



- Guest speakers: invite recent alums, local airport employees (airfield ops, FBO staff, TSA, maintenance, ATC), airline employees (pilots, dispatchers, schedulers, corporate roles), etc.
- LinkedIn Lab: Help members create or update their LinkedIn profiles, including professional photos and headline tips.
- Speed Networking Night: Like speed dating, but for making quick professional connections—ideal if local alumni or airport reps can attend.
- Ask upperclassmen to share their experiences and present their capstone projects.
- Team building activities such as aviation trivia, situational exercises.
- Plan field trips to museums and airports (in-person or virtual).
- Develop awards such as “Most Involved Member,” “Perfect Meeting Attendance” and “Most Recruited Members”.
- Hold a year-end banquet for the chapter. Some schools have banquet facilities that may accommodate your needs. Sell tickets to the event for members and guests to defray the costs.
- Create other leadership positions within your chapter to get more members involved and to delegate the work.
- Submit stories and photos about chapter events to AAAE National for newsletters, social media, or student spotlights. Tag @AAAE Delivers and encourage members to share on their personal accounts too.
- Collect feedback from attendees after each event and maintain a short “Chapter Tips & Lessons Learned” doc to pass along to next year’s leaders.
- Register as a chapter for the annual AAAE Young Professionals’ Emerging Leaders Conference. Watch sessions as a chapter and host a discussion afterwards about the topics presented.
- BYO Event (Bring Your Own ____): Host a casual, creative meet-up where members bring their own favorite book, aviation photo, playlist, or snack. Great for ice-breaking and showcasing hidden talent.
- Joint Meetings: Joint meetings are a great way to interact with other AAAE student chapters.
- Volunteer Together: Organize a group volunteering day at a food bank, aviation museum, or airport clean-up. Wear your chapter t-shirts!
- Mixers and Social Events: Host an event, dinner, or dessert party where the main purpose is to meet and greet. Encourage others to interact and exchange thoughts and ideas. For a change of pace, these events can be hosted at bowling alleys, bars, restaurants or at a park on a nice day.
- College Students Shadowing Professionals: Pair college students with professionals in the students’ desired career field. A student can spend the day with the professional at his/her place of work.
- High School Students Shadowing College Students: Pair high school students with college students. The undergraduate should invite the high school student to spend the day with him or her, attending classes and eating meals together (high school vacation days work well).
- How-to Presentations: Have an expert in a specific field demonstrate and teach. How-to’s can range from anything including “How to fix a resume” to “How to use Photoshop,” and more.
- Mentoring: Pair younger students with older students based on similar interests and hobbies. Make sure that someone in the group is made explicitly responsible for driving group activities, so momentum begins early and keeps going.
- Visit high schools to talk about aviation and the different career paths available.

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Chapter Fundraising Ideas



- Host a traditional fundraiser (bake sale, wreath sales, car wash, bingo night, gift basket raffle, etc.).
- Apply for funds from your school's Student Activities Office, if offered.
- Foreign Object Debris (FOD) walk: volunteers walk the runways, taxiways, or ramps to look for and remove any debris that could damage aircraft (bolts, trash, rocks, loose tools, etc.). Participants get friends, family, or local businesses to sponsor them per piece of debris found or per lap walked; or airports can make a donation to the student chapter in exchange for their help conducting the FOD walk.
- 50/50 Raffle: Host a raffle where your chapter and the winner split the proceeds half and half.
- Paper Airplane Toss: Section off part of a parking lot or other open space into squares. Put donated prizes into each area and sell registration forms that can be turned into paper airplanes. Participants can toss their paper airplanes to win the prizes. For those who want another go, they can keep buying more forms and keep making more planes. (Check out www.foldnfly.com)
- Rent-a-Student – Students auction off their time for small tasks. These skills can be professional (photography, tutoring, web design), but also everyday activities (running errands, driving, babysitting, pet sitting).
- Design and sell aviation-themed t-shirts or club gear.
- Volunteer to operate concession stands at school or community events; your chapter keeps a portion of the proceeds.
- Airport Scavenger Hunt: Organize an aviation-themed scavenger hunt in coordination with your local airport (or virtually if access is limited). Teams pay an entry fee and complete aviation trivia or photo challenges.
- VIP Airport Tour Raffle: Work with a nearby airport to secure a behind-the-scenes tour. Sell raffle tickets for a chance to win an exclusive airfield or operations tour.
- Aviation Trivia Night: Host a trivia night on campus or via Zoom. Charge teams an entry fee, and offer prizes for the top-scoring group.
- Planes, Popcorn, & Pizza: Host an outdoor or lecture hall movie night showing aviation-themed films. Charge admission and sell snacks.
- Pilot for a Day: Partner with a local FBO or simulator company to allow students to try flight simulators. Charge a small participation fee.
- Set up a "Best Seat in the House" fundraiser where you raffle off two of the best seats at a sporting event. Sweeten the pot a little by offering free concessions to the winners in addition to their prime seats.
- Position certain events as special fundraisers and charge more for those. For example, a full day of skill-building, a job-hunting workshop, or a special tour.
- Host a car wash, silent auction, pancake breakfast.
- Sell aviation themed calendars.
- Many fast-food restaurants offer fundraising programs where a portion of sales on a specific night goes to your organization.
- Set up a holiday gift wrapping station.
- Sell roses for Valentine's Day.

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