

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.
- Ask your professors to offer extra credit for AAAE membership and/or participation.
- 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!
- Send out weekly emails about upcoming events.
- Have a sign-in sheet at every event to collect contact information.
- Have a QR code that directs prospective members to chapter information.
- Host a prize raffle. The requirement to enter could be to sign up on an email list or become a member of the chapter.
- Open recruitment activities to students from disciplines other than just aviation, including accounting, finance, business management, fire protection, journalism, engineering, and other relevant disciplines.
- 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.
- Always speak with excitement and pride when describing your chapter. Remember: Enthusiasm is contagious!

*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



- Host 2-3 guest speakers per semester; order food and a gift for the speaker, make a full event out of the opportunity.
- Host a networking event or a resume workshop.
- 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).
- Meet the Grads Night: Invite recent graduates to talk to current students. The graduates should be a mix of people who went to graduate school and people who started their careers right after graduation.
- Establish communication with local airports and aviation companies in your local area.
- 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 articles, as well as pictures, about chapter activities to AA AE National or tag @AAAE Delivers on chapter social media posts.
- Refer to feedback from previous events and talk to past student chapter leaders for ideas.
- Register as a chapter for the annual AA AE Young Professionals’ Emerging Leaders Conference. Watch sessions as a chapter and host a discussion afterwards about the topics presented.
- BYO_: Bring your own (blank). This is a great opportunity to showcase hidden talent and come together to network.
- Joint Meetings: Joint meetings are a great way to interact with other student chapters.
- Mixers/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



- 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.
- Traditional fundraisers (bake sales, wreath sales, etc.) may also work, depending on your school.
- Take advantage of PayPal, Venmo, Cash App, and other electronic payment apps (follow campus rules about collecting cash).
- Apply for funds from your school’s Student Activities Office, if offered.
- Raise money by offering the skills and services of your students and teachers/professors to the highest bidder. These skills can be professional (e.g. photography, tutoring, web design), but also everyday activities (e.g. running errands, driving, babysitting, pet sitting). Otherwise, have people sponsor your staff members and students doing community service for 24 hours.
- Create fun t-shirts to sell.
- 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.
- Host a silent auction.
- Host a car wash.
- 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 your 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.
- Host a Pancake Breakfast.
- Sell aviation themed calendars.
- Set up a holiday gift wrapping station.
- Sell roses for Valentine’s Day.
- Operate a concession stand for your sports team or for other community events.
- Create a sponsorship program for local businesses and nearby airports to help support your chapter financially. Offer benefits such as displaying their logo at events, letting them attend your meetings, etc.

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