MSOP GUIDE

**SO, YOU HOSTED AN EVENT? NOW WHAT?**

A successful event follow-up strategy is critical to engaging and recruiting new student members. Here is a checklist of what you need to do (and when) after the event:

**SAY "THANK YOU"**

Use this [email template](#) to send a thank you to all registrants and attendees within 24 hours of your event.

**HIGHLIGHT MEMBERSHIP BENEFITS**

There are a lot of benefits for students when they join the AMA. Share out this [simple one-pager](#) that highlights top perks and incentives.

**UPLOAD YOUR EVENT EMAIL LIST**

Use the [bulk email upload feature](#) on the MSOP Dashboard to invite students to become members.

**CREATE A CADENCE**

Keep in touch. This includes sending them an [invite](#) to any upcoming events your chapter is hosting, sharing out any AMA partner promotions, etc. At minimum, follow-up with any non-members at least 1x per month.

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