**State Strategy Best Practices for Alumni Engagement**

Below are some best practices for you to implement in your state.

* Host an alumni reunion at your state conference.
* Host an orientation for prospective students and new executives at your state conference.
* Staff a table with collateral materials (supplied by Institute upon request) at your state conference.
* Wear the IOM ribbon and distribute (when applicable) to alumni at your state conference and other relevant meetings.
* Utilize your state association listserve as a resource.
* Include an “I am an IOM Because” ad in publications (supplied upon request).
* Build relationships with state society organizations.
* Write an article promoting Institute and/or available scholarships in your state newsletter.
* Send a welcome packet to new executives and include information on Institute.
* Add Institute testimonials to your state society’s website.
* Host a networking happy hour for other IOMs in your area.
* Start an IOM alumni volunteer service group and share your volunteer experiences in organizational publications.
* Explain the significance and importance of hiring an IOM to board chairs and recruiters.

Please contact the Institute office at [iom@uschamber.com](mailto:iom@uschamber.com) or 202-463-5570 with questions.