



# Getting More Candidates & Keeping Them Engaged: A Smarter Election Approach

Chapter Academy Webinar Series



***How many members  
get involved in  
your election?***

***(think ask q's, raise hand,  
vote, promote, etc.)***

## BEFORE

1

Rush to fill seats

2

Same names year after year

3

Beg, threaten

4

Engagement soft after election

## AFTER

1

Broad invitation to contribute

2

New voices emerge

3

New hands raise

4

Engagement strong after election

Do it for me

Can I put your name on  
the ballot?

I'd rather not beg 😊

Please, please, please

it's not that hard



# A call for board service → a call for engagement

01

## **Broaden the message**

Explore how you can contribute your voice, expertise and leadership

02

## **Position the opportunity**

- Leadership opportunity
- Skill-building
- Way to influence the profession / community

## Typical call ...

What's missing?

Nominations are now open for board service. We have the following positions open.

- \*
- \*
- \*

Submit your nomination by [date]. Candidates must meet the following criteria...

# Refreshed call

We're inviting you to explore ways to get more involved in shaping the future of our organization. There are several opportunities to contribute your perspective, build new skills, and make an impact on our community.

Whether you're ready to run for the board or just starting to think about getting involved, raise your hand. We'll help you explore the different ways to contribute, what each role entails, and find the right fit for you.

Opportunities include:

- Board service (now open for nominations)
- Committee or task force roles
- Short-term project involvement

Learn more about how each impacts the community and chapter as well as expectations and time commitment here [\[link\]](#) and let's start the conversation.

What makes  
this stronger?

# Lower the barrier to entry

## “No”

- Lack of clarity
- Fear of time commitment
- Not seeing themselves ready

## “Yes”

- Transparent role descriptions + impact
- IRL stories
- Recommendations
- Interest form (vs nomination form)

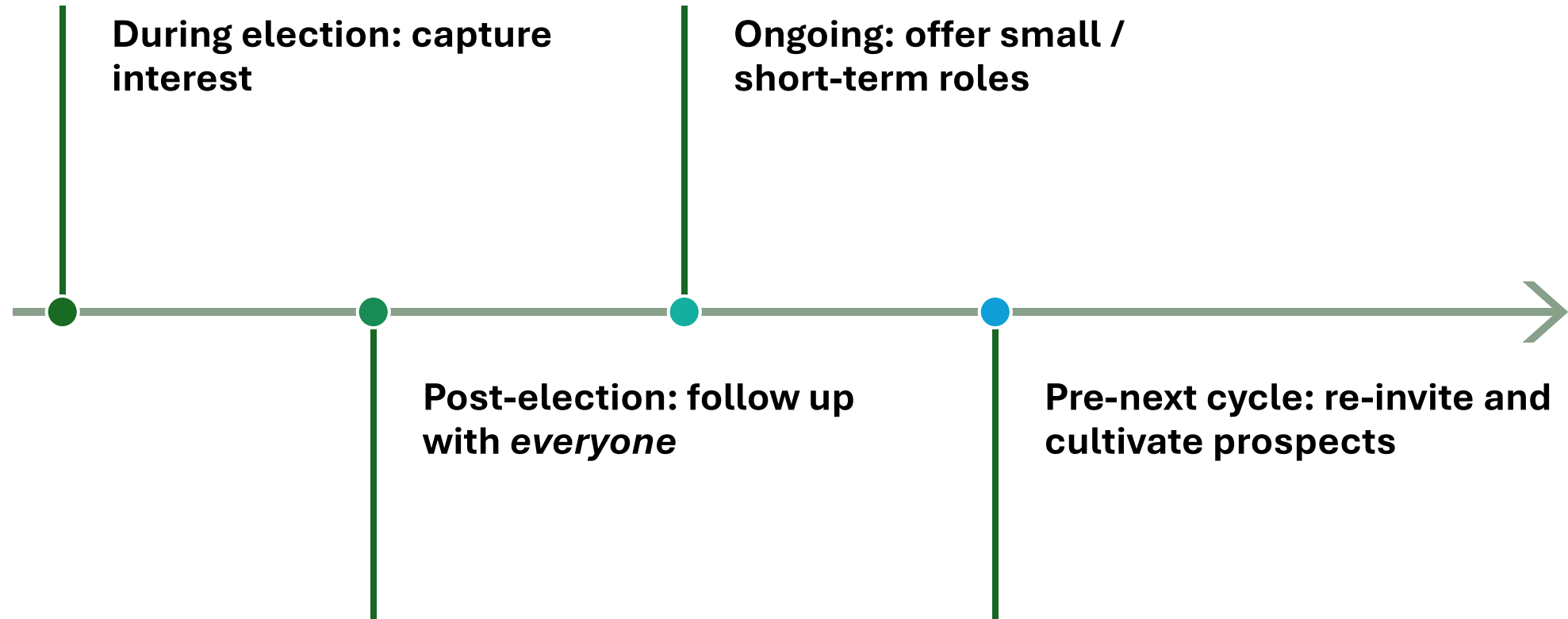
# Build a campaign



**Pair broad outreach with *high-touch recruitment***



# Beyond the Election Window



# Use the call: Recruitment begins onboarding

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Mission and impact



Clear expectations



Leadership  
competencies gained



Culture of the  
board/team

# Always “recruiting”

01

Assign board liaisons to engaged members

02

Create “future leaders” cohorts or communities

03

Invite prospects to observe meetings or discussions

# Your Volunteer Pipeline



## **Attract**

Awareness & outreach to potential volunteers

## **Recruit**

Personal invitations & info sessions

## **Onboard**

Role clarity, training & orientation

## **Engage**

Meaningful roles & recognition

## **Retain**

Alumni network & ongoing support



## Quick Recap

- ✓ Make the election cycle the anchor
  - Id emerging leaders
  - Re-engage past volunteers
  - Signal openness & inclusion
- ✓ Pick one quick step
  - Rewrite your call for nominations as an engagement invitation
  - Add one new outreach channel
  - Schedule a board interest info session
- ✓ Build early on-boarding into your recruitment
- ✓ Build a volunteer pipeline



**2027 Leadership Summit**

**February 17-20, 2027**

**Doubletree Orlando Universal  
Orlando, FL**

**Reg open October 2026**



***Quiz Time***