

Baby Come Back!

Establishing Meaningful
Connections with Speakers,
Alumni and Friends of the
Chapter



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Introductions



Tweet us:

@UFPRSSA

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Stewardship:

Responsibly nurturing mutually beneficial relationships.

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Our Process



1. Research
2. Engage
3. Follow up

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Research

- Google their name
- Check out their website
- Look them up on social media

Engage

- Send a meaningful gift
- Online Interaction
- Personal Interaction



Elena Castello @elenac329 · Jan 21

So excited to meet @bimada tonight! Thank you for coming to speak to us!
[@ufprssa](#) #ItsGreatUF #NetworkWithPRSSA

← ↻ 1 ★ 1 ⋮



bimada @bimada · Jan 21

Thank you @ufprssa @chads1st @UFJSchool for your hospitality. And thanks for sharing your stories w/me. Remember intersections!

← ↻ 4 ★ 10 ⋮

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Follow up

- Say 'Thank You'
- Continue connecting online
- Maintain the connection

Our Process



1. Research
2. Engage
3. Follow up

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Sponsor Chapter & Alumni

- Speakers and Workshops
- Luncheons
- Agency Tours

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Apply to your Chapter



- Plan ahead
- Research
- Details

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Key Takeaways



- Stewardship
- Research, Engage and Follow up
- Your Chapter

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Questions



Email us anytime:
ufprssa@gmail.com

Thank you!

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