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**Digital Tools & Marketing Resource Guide**

**For WAI Chapters**

**Networking & Community Outreach**

* Leverage your network—especially your "social butterflies"!
* Engage in local and online forums:
	+ Pilot forums
	+ Union/community pages
	+ Civil servant groups
* Promote WAI as the **largest mentoring and networking group** for women in aviation and aerospace.
* Encourage written articles from members about:
	+ Their careers
	+ Flight schools
	+ Aviation in the community

 **Design & Branding**

* Use **Canva** (free for nonprofits) for all design needs.
* Platforms for flyers & slides:
	+ PosterMyWall
	+ Slides Carnival / Slides Go / Slides Mania
* Eye-catching designs:
	+ Keep it fun and local—highlight regional history and uniqueness
* Host a **design contest** to discover members who enjoy creative work.

 **Member Spotlights & Outreach**

* Collect member achievements via Google Forms or text.
* Make outreach personal—assign specific leaders to:
	+ Contact students
	+ Reach out to general membership
	+ Reconnect with expired members
* Post on all **linked social platforms** for maximum visibility.

 **Marketing Tips**

* Use **bold details** and clear, concise language.
* Cross-post on:
	+ Instagram
	+ Facebook
	+ LinkedIn
	+ YouTube Shorts
	+ TikTok
* Repost industry news or WAI partner content.
* Create social events and **boost** with small ad budgets.
* Add your chapter to Google Calendar feeds for the aviation community.
* Use **QR codes** for sign-ups, links, and promotions (try **QR Chimp**).

 **Time-Saving Tools**

* Use AI tools to help with:
	+ Drafting sponsorship letters
	+ Writing social media posts
	+ Creating content calendars
* Shortcuts save time—lean into them when possible!

**Data Privacy & Professionalism**

* Always get consent before using member data on public platforms.
* Link tools/accounts to a **chapter or board email**, never a personal one.

 **Digital Infrastructure & Platforms**

 **Project Management & Tracking**

* **Trello** or **Monday.com** – track tasks, events, and progress
* **Asana** or **Google Workspace** – all-in-one chapter management
	+ Drive, Docs, Forms
	+ Sites, Email, Calendar
	+ Internal website pages

 **Communications**

* **Email Campaigns**: Mailchimp
* **Group Messaging**: GroupMe, Slack, WhatsApp, Discord

**Website Options**

* Google Sites
* Wix
* SquareSpace
* GoDaddy

 **Events & Payments**

 **Event Management**

* Zeffy (also tracks donors)
* Cheddar Up (tracks donors)
* Signup Genius
* Eventbrite
* Linktree

 **Payment Processing**

* Zelle
* PayPal
* Square

**Budgeting**

* Create a **tech budget** to support digital tools and marketing.
* Consider allocating funds for:
	+ Design tools
	+ Event platforms
	+ Paid advertising
	+ Website hosting