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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