

Chapter Summit 2026 – Membership, Communications & Outreach

September 28-29, 2026

Charlotte, NC

TENTATIVE AGENDA – SUBJECT TO CHANGE

Basic objectives: Build relationships, brainstorm solutions to common problems, steal shamelessly from one another, and discuss ways to share resources and knowledge. Identify ways to use AI effectively and ethically in our work.

Monday, September 28

1pm Introduction & Best Ideas

Bring one idea to share – something you do well that other chapters (of varying sizes) could replicate. Please provide a sample or handout with details.

2pm Biggest Challenges

Collective brainstorming to find/create solutions to challenges we share. Bring your list of woes!

3pm Communications

- **Group: document a collective annual timeline of relevant major dates and initiatives (bring your calendars!)**
- Websites, magazines, newsletters – what’s new? what’s working? who’s tracking what?
- Social media – tactics and tools
- Delivery of important info/resources to members – effective practices (print, digital, tech resources?)
- Amplification of AAFP messaging
 - Crisis/conflict comms & sticky issues
- Earned media/paid media/public relations work
- Member surveys – general, advocacy, education
- Communications as retention/recruiting tool

4pm Public Relations & Earned Media

Promoting family medicine to audiences: med students, legislators, general public / how to we help elevate the specialty? Board/leadership media placements?

4:45pm Resident & Student Outreach

- Messaging
- Connection Points
 - Match Week, Future, COD, FMIG, etc.
- Mentoring
- Events / mixers
- Prep for transition to active member – retention tactics

5:15pm Advocacy

- Messaging tools
- Events
- Fundraising tactics and “asks”
- Advocacy as retention/recruiting tool

7pm Group Dinner(s) & Carryover Conversations

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8:30am

Membership

- **Group: document lifecycle/member journey roadmap with targeted messaging points**
- Year-round outreach
- Renewal / recapture tactics, timelines & messaging
- Recruiting new members / DO-specific targeting?
- Examples of collateral and specific language
- How to best align with AAFP
- Member appreciation activities – what works?
- New member recognition
- Member recognition for long-time members: 5 years, 10 years, 15 years, 20 years, 25+ years

11am

CME Comms & Marketing Support

- Event marketing
- Enduring marketing
- Events as retention/recruiting tool
 - What special tactics – promotion, onsite handouts or “first-timers” lunch, etc.
- Networking & promotional events

Noon

Lunch Demo & Discussion TBD

1pm

Other Hot Topics

- AI – Usage, tools, Annual awards
- Non-dues Revenue
 - Grants & advertising
 - Career portals
 - Donations
- Co-branding AAFP & chapters
- Merch / Shopping / Swag
- Vendors – who do you outsource to? Collective purchasing power?

3pm

Adjourn