

Effective Outreach:

Engaging Your Community and Growing Your Club



State Fair

Create competitive and educational displays for your State Fair. Lectures and demonstrations can be given with the displays as well. Display ideas include:

- The process of hammering coins
- What is your coin worth?
- What to do with grandpa's coins?

Take free money or coins that aren't found very often in change to stir interest and captivate attention. A club member should be present at the State Fair to answer questions.

Coin Show Advertising

If your club has a coin show, advertise it! Take posters to various coin shops in the area and hand out flyers to the public. These can also be distributed during other coin shows. Have a club member present at coin shows to greet people and answer questions.

Displays and Presentations

These can be set up in various locations -

LIBRARIES: Try to get your display in a central area. See about creating a monthly display and providing a talk related to it.

SCOUTING GROUPS: Work with Scout leaders to put together a Merit badge session. Create show and tell lectures for Scout meetings.

ASSISTED LIVING FACILITIES: Present a talk with hands-on materials to encourage engagement and interest.

PUBLIC SCHOOLS: Can be difficult to get into, but is a great opportunity to reach many young audiences.

CLUBS AND OTHER GROUPS: This includes Rotary, Lions, Elks, etc. They are always looking for speakers for their meetings. Provide reference materials for further independent research.



Television

Get in touch with your local news stations and ask to appear as a regular on their channel. Don't focus on buying or selling, just educating the public. Different topics can be chosen for each appearance and thousands of people will see you this way.

Club Website

Create a club website for your club. Share event and meeting information, coin show plans, and club contacts to reach anyone surfing the web. The newsletter, club meeting calendar, television appearances and more can also be included. Establish a brand for your club—create a logo and use something to set your club apart: pins, vests, t-shirts, etc.

Create a Club Newsletter

Publishing a club newsletter is a valuable tool for recruiting new members. It's a great reference to share what your club is involved in and what happens at club meetings. Have a stack at every venue. Make sure newsletters have club contact information.

Online Meetings

Host club meetings online (Zoom, Google Meets, Microsoft Teams, etc.) as well as in person. This allows members and guests to attend from around the country. Reaching a broader audience can help with club membership recruitment.

AMERICAN NUMISMATIC ASSOCIATION

Learn more about outreach opportunities and clubs at

MONEY.ORG/CLUBS

