

**COMTO BEST PRACTICES  
For Membership Growth & Retention**

<b>Chapter:</b>	<b>Chapter President</b>	<b>Membership Representative:</b>
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**I. Activity**

Activity Description (300 words or less):

**II. Resources Needed**

Activity Budget: \$ .00

Additional Resources Needed:

- 1.
- 2.
- 3.
- 4.
- 5.

### **III. Results/Benefits of Activity**

**How did activity help attract new members?**

**How did activity help with retention of existing members?**

**How did activity help with outreach to other minorities?**

**How did activity help with outreach to other modes of transportation?**

#### **IV. Time Frame**

Is activity most effective if held during a specific season or holiday? Yes No

If yes, what season is best? Spring Summer Fall Winter

If yes, what holiday is best?

Explain:

#### **V. Potential Obstacles/Challenges** (i.e., financial, logistics, corporate support, etc...)

Please explain why each could be an obstacle/challenge:

1.

2.

3.

4.

5.

**VI. Contact Information:**

**Name:**

**Your COMTO Role: (President, Membership Rep, etc...)**

**Company/Organization Name:**

**Email Address:**

**Phone Number:**

**Fax Number:**

**Mailing Address:**