

**Promotions****Job Description****Duties and Responsibilities**

- Be a contact person for new members.
- Recruit new members
  - Approach possible new members at demonstrations, crafts shows, fibre events and other venues (libraries, shopping malls, etc.)
    - Discuss benefits and opportunities at ASH > give brochure
    - Follow up with likely new members
    - Close the deal on membership.
  - Put ASH brochures in various venues such as libraries, yarn shops, NSCCD, etc.
  - Pursue promotional activities such as seminar, workshop in libraries
- Engage in conversation with new members at ASH meetings to ensure new members feel welcome and engaged.
- Create data base of current ASH members willing to help assist new members and match them with new members that need their equipment reviewed, or a bit of help getting started with their chosen craft. ("Geek Squad"?)
- For new members that need training beyond 'tips and tricks', the RPA will be able to direct them towards suitable classes and training within the local fibre world.