



## Building Branch Success Through Programming

### Roundtable Goals:

- Discuss the role of programming within a branch
- Share information on successful programs
- Develop specific programming ideas for branch implementation



This interactive session will feature 3 members presenting successful programs. They will discuss membership recruitment, engagement of current membership, and the social impact of the programs. A discussion will focus on what contributed to the success of these programs. Ways to build on these programs to deepen and widen their impact and engage more members will be highlighted.

Features to be discussed include raising the branch profile, providing a community service, attracting new member populations, obtaining funding and other resources, building diversity, and raising the collective consciousness of branch members from the local to the global.

Participants will then work in small groups to brainstorm ideas for their own branches.