



International Spirit of Zinck's Night ~ Thursday, October 21, 2010

Cornell Club/Alumni Association Visibility at Zinck's

Take advantage of this popular event to attract new members to your Cornell Club or Alumni Association!

- Create a Cornell atmosphere—hang a Cornell banner. If you would like a banner, and do not have one, visit <http://store.cornell.edu/> to purchase one online.
- Assign hosts from the Club/Alumni Association to greet the alumni as they arrive.
- Have a membership table with event schedules, newsletters, and membership applications.
- Advertise the next Cornell Club/Alumni Association event.
- Collect business cards or have attendees sign in for a drawing—you can never have enough Cornell paraphernalia!
- See if the local newspaper/radio will help you promote Zinck's with a small "community event" item.
- HAVE FUN!