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With so many competing interests at your institution, chapter brand awareness is critical as it turns the focus of your institutional decision-makers to the outstanding programs and activities of the chapter which will, hopefully, lead to institutional support for the chapter.

For Chapter Identity
- Meet with the provost/deans/chancellor/VPs/CEO to re-introduce them to the chapter and to Sigma Xi and its mission.
- Create your online chapter community (hosted on the Sigma Xi website) in order to post goals, missions and activities of the chapter.
- Using the online chapter community communicate chapter activities, news from your Regional/and or Constituency Directors, news from the Sigma Xi, other science-related activities or opportunities in the area, etc.
- At least once or twice a year, hold a "get-to-know" Sigma Xi activity at your institution inviting all science and engineering students, scientists, engineers and faculty.
- Respond to "hot" science articles in the local paper with an op-ed response that fits with the Sigma Xi mission (e.g., the post-doctoral experience; compromised STEM curriculum; US competitiveness in science, engineering and technology; climate change; etc.) Use your online chapter community to make a call for respondents, provide the response, et al.

For Chapter Activities
- Send news releases about chapter activities to campus newspaper, company newsletter, internal TV and/or radio stations and corporate departmental bulletins. Also send to the local mainstream press, TV and radio if you are inviting folks outside of your host institution.
- Inform appropriate leaders/decision-makers of your institution who can announce the activity in their classes, departments, divisions, labs, facilities or studios.
- Create and post flyers in employee/student break rooms, cafeterias, lounges, library bulletin boards, community centers and other locations that are frequented by potential audience members.
- Team up with other groups at your host institution to put on a co-sponsored activity.
- Look for outside companies to sponsor events (both monetary and promotional support)
- Be sure to plan events months in advance and communicate each activity/opportunity at least three times.
- Create incentives for members who bring a new guest/prospective member.

Other Ideas
- Use the "Programming Ideas" area of the "Officer Resource Center" located on the Sigma Xi Web site for ideas, resources and programming. If you see a programming idea that another chapter is doing, contact the chapter officers of that chapter to brainstorm how to replicate at your chapter.
- Utilize the online chapter leader community to ask other chapter officers what has worked well for them.
- Work with your host institution's office of Community Relations, Public Affairs and/or Alumni Services for guidance and assistance on what has worked best in your community.
- For recruitment materials, use member testimonials, remind members about benefits and relevancy (provides visibility, networking opportunities, employment opportunities).