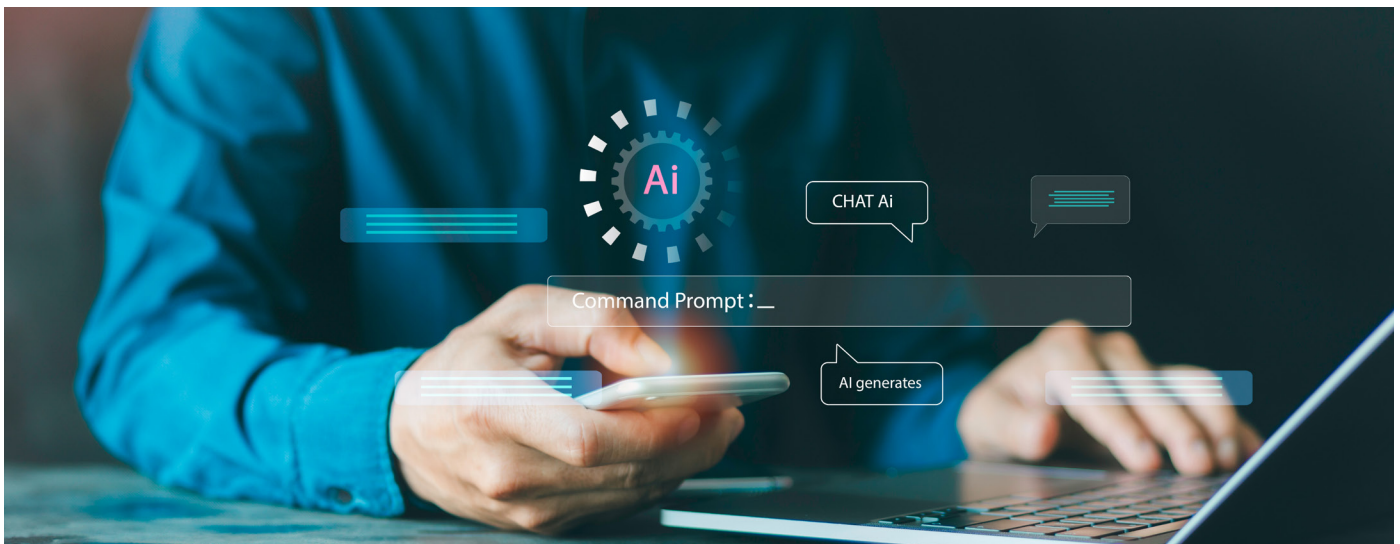


# Working Smarter: Using AI To Support Association Chapters



Running an association chapter is no small feat, especially when your board is full of overworked volunteers juggling chapter responsibilities against careers and personal lives. You're implementing processes and tools that help and streamline how you operate in areas like event planning, communication and membership tracking, which allow your chapter leaders to better focus on their priorities. But even with those, board members often have so much to accomplish that it can be difficult to find enough time. And, if they have the time, they may not have the skills.



There may be one thing you haven't thought of that could help, and it's kind of the elephant in the room these days. Since many on your board are probably beginning to work with AI at work, could you apply AI to chapter processes and tasks to help them get their work done?

The answer is a resounding yes. Of course, we're not saying AI is a replacement for the human and personal touch. But, when it's used correctly, AI can be a powerful chapter assistant that allows your volunteer leaders to work smarter and be less stressed.

## Understanding chapter pain points

Start by clarifying what causes your board members pain. What tasks take the longest? Where do they get stuck? What skills are they missing to do their jobs well?

Do any of the following sound like the cries for help you've heard from your board?

- Writing emails, promoting events and updating web content
- Completing repetitive administrative work like processing renewals, sending emails and keeping member data current
- Inconsistent communications and branding
- Limited experience in those asked to produce chapter content

## 5 ways AI can help your board

There are countless ways AI tools like ChatGPT, Gemini, Claude and others can help you produce better content. Here are five.

**Create content for newsletters and announcements.** AI can give you solid first drafts of pieces of your newsletter and chapter announcements. Maybe one of the most important things it can do is translate your committee- and board-speak and jargon into audience-appropriate language. It can also turn too long and/or complex drafts into shorter, more polished pieces.

**Help with email campaigns.** Email remains your best way to communicate with members and guests. The trick is to write copy they'll open instead of deleting. Use an AI tool to generate engaging subject lines that help boost open rates; follow those subject lines by asking AI to write effective body copy, for communications like Thank Yous and event follow ups. (Pair this copy with StarChapter's Email Manager to schedule and send emails.)

**Support event marketing.** You need people to attend all the fantastic events you're holding. Use AI to make your events stand out and make people want to attend, by having it create drafts of event descriptions and promotional blurbs for your website, emails and social media channels. It can also deliver compelling session titles or speaker bios, draft panel questions and even create event flows and agendas.

**Optimize website content.** To have the right impact, your chapter website needs to be current in copy and design; reflect your chapter's energy and professionalism; and highlight all the benefits you offer to members, sponsors, etc. Use AI to revise outdated content, draft volunteer bios, suggest topics and features, write SEO-friendly headlines and more.



**Create, send and analyze surveys.** Want to dive deep to learn what members really think about your chapter or the event you just held? Or need a better sense of what's keeping member guests from joining your chapter? AI can help you craft clear, thoughtful chapter survey questions and personalize those surveys and any accompanying content to different groups. It can also analyze responses, even open-ended ones, to uncover trends and takeaways.

### **Tips for getting started with AI**

You don't need to be a tech expert to work with AI. Start by choosing a free AI tool and a task you want to complete, like writing an event email.

1. Feed the tool the right prompts; the first few pieces may take a few tries as you provide additional details and feedback to get the right outcome. Prompts can include things like chapter voice and tone, length, format, audience, etc.
2. Review the draft, personalize it and fine tune it to make sure it meets your exact needs, sounds like you and appropriately reflects your chapter.
3. Create a shared prompt library and save your board members more time by giving them prompts they can use to meet their specific need, something like: "Create 3 email subject lines geared toward current members around INSERT TOPIC. Each should be 5-7 words. Write them in first person."

### **Ethical & practical considerations of using AI**

AI is a new technology that is changing by the day, maybe by the minute. It's critical that your users don't take what it delivers as the final, complete product. When using AI, it's important to keep in mind some best practices:

- Avoid using AI for private or sensitive information
- Double check tone, facts and grammar
- Don't let AI impersonate you
- Use AI to support your board's creativity, not replace it

### **AI as a game-changer for the overwhelmed chapter volunteer**

We've just touched on all the ways AI can be used in association chapters. There's so much else it can do, like suggesting photographs, creating processes and checklists, etc.



Patrick Algyer, Chief Strategist for Encore Engagement Solutions, an Association Management Company and a member of the StarChapter Preferred Vendor Program, says “AI has become a secret weapon for volunteer leaders. From crafting clearer, more concise newsletters and emails to simplifying reports, generating Excel formulas or macros and refreshing website content (including HTML and copy), AI helps our clients and our team save hours and excel — without needing to be tech experts.”

Encourage your leadership team to experiment, share what works and build confidence together. Working smarter includes making the most of tools that support your mission, and AI can be one of those highly useful tools.

