BINGO MADNESS AT SDA

by Danielle Salvador



It took a simple idea, to launch an internal membership outreach competition amongst Chapter Members, to learn something about ourselves...WE LOVE SPEED BINGO! Originally, playing BINGO was an idea to spark new membership interest for our chapter in a fun, safe, virtual environment. We made the first card free to draw guests in and kept additional cards at a inexpensive $5 for maximum fun.

In the membership competition, SDA Members earn points for bringing potential members to meetings or having them participate in events. Some events, like BINGO, are worth double and so we have been having a great turn out.

The first BINGO event we hosted was for St. Patrick's Day. Over 20 people tuned into our Zoom session at lunchtime to play. We laughed & had a great time, we discovered a great way for potential members to engage with existing members. Riding that wave of success, we hosted a Cinco de Mayo BINGO the following month.

This push of successful membership outreach events has helped to yield two new members to our chapter. In addition, it is evident that this idea has turned into something even more impactful to our current members. Ever since the launch of our membership outreach competition, our regular monthly networking meetings are now experiencing an uptick in attendance, both virtually and in person.

Take a simple idea to add value to memberships – add a point system and some super cool prizes – create a super-fun virtual event all tied up in a lunchtime hour... and EUREKA! Let's Bingo Everybody!

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