# APhA-ASP INNOVATIVE PROGRAMMING AWARD

# Membership Mocktail Hour

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# **OBJECTIVE**

Our Fall Membership Drive aimed to engage and educate student pharmacists about the benefits of APhA-ASP membership, provided through an innovative and engaging Mocktail Hour to foster meaningful connections among RFUMS students.

## DESCRIPTION

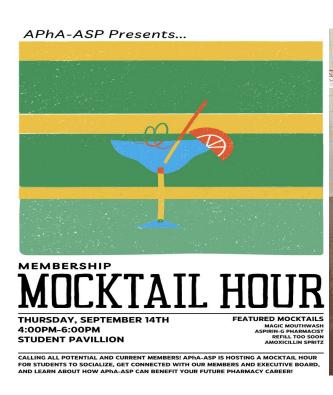
- 2 hour event featuring:
  - Pharmacy-themed mocktails
    - Magic Mouthwash
    - Aspirin-g Pharmacist
    - Amoxicillin Spritz
    - Refill Too Soon
  - Delectable hors d'oeuvres
  - Sponsored membership raffles
  - APhA-ASP freebies and giveaways
  - Membership presentation

#### **PLANNING**

Establish membership goals at spring and fall retreats



Begin Fall Membership Drive planning 4 weeks in advance







## PLANNING CONT.

Advertise via class group chats, university emails, and flyers



Prepare incentives such as freebies, raffles, and food!



#### **IMPACT**

- Membership Mocktail Hour successfully introduced 26 pharmacy students to the APhA-ASP community, generating enthusiasm for the organization and showcasing the goals and benefits
  - 11 potential new members
  - 15 returning members
  - Confirmed enrollment of a total of 24 members

# **FUTURE IDEAS**

- Focus on expanding outreach to more student pharmacists by offering virtual components to ensure broader participation.
- Include more interactive elements to provide an environment that builds chapter community.

