

APhA-ASP

INNOVATIVE PROGRAMMING AWARD

Membership Mocktail Hour

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(RFUMS)

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.

