**Appendix F**

**Sample Promotional Flyer**

[STATE ASSOCIATION LOGO] **[State Association]**

**Leadership Development Program**

[Program LOGO]

***Ready, Set, Lead!***

If you want to . . .

* Expand and refine your leadership skills
* Become a leader within your state or professional association(s)
* Build a lifelong professional network
* Give back to your profession through volunteer service
* Influence policies, programs, and services

**Then you should consider participating in**

**[State Association]’s Leadership Development Program!**



**What is the LDP?**

The Leadership Development Program is a [virtual/in-person/hybrid] program for members with leadership potential. The program offers leadership training created to prepare you for your next step in your volunteer role with your state association.

**What are the components of the program?**

If selected, you must commit to all program components:

* *Participate* in a [full-day/virtual/etc.] Leadership Development Program orientation/workshop.
* *Participate* in scheduled webinars over the course of the program on selected leadership topics.
* *Develop and complete* an individual leadership project. [Please use this section for Foundational/Advanced LDPs, only]
* *Actively participate* on your learning team.

**What is a Learning Team?**

Learning Teams serve as participants’ project advisory group. Participants meet/work with their team in person at the workshop and virtually throughout the year. Teams are meant to be independent and schedule their own virtual team meetings spread over the year and to provide the venue for deeper interactions and exploration of the content provided by the LDP webinar sessions.

**Is there a fee to participate?**

Yes. If your application is accepted, you pay a fee of [FEE], which covers [for a kickoff workshop/orientation, one night's hotel accommodation, meeting materials, and facilitated webinars].

**Who can apply?**

We're seeking energetic people who are motivated to influence professional issues in audiology or speech-language pathology. Each program accepts \_\_\_\_ participants selected through a competitive application process. [If any applicants will receive preference, list here. For example, in ASHA’s LDP, “Preference will be given to members who belong to a Special Interest Group, as well as to past members of the National Student Speech-Language-Hearing Association (NSSLHA).”]

Applicants must be a current [State Association] member, with [Include exclusions, for example in ASHA’s LDP: no prior service as a chair on an ASHA committee, board, council, nor as a past, current, or incoming member of the ASHA Board of Directors. State association leaders are able to apply.]

**How do I apply?**

[Insert instructions for application process.]

The application period for the Leadership Development Program is open [Start Date] until [End Date].

**When does the LDP begin?**

The Leadership Development Program kicks off on [Date] at [Location].

The program begins with a [face-to-face/virtual] workshop followed by [six/seven/nine] facilitated webinars on various leadership topics.

Visit [website] for additional information.