

# **ALTA Title Action Network (TAN) Committee Report**

Chair: Danielle Kaiser

Staff Liaison: Elizabeth Blosser

## **Recent Meetings:**

In Person at ALTA ONE

## **Future Meetings:**

This committee meets in person at Advocacy Summit and ALTA ONE and twice a year via phone.

## **Recent/Current Projects:**

- State LTA TAN Toolkit Distributed (23-page document)
  - “How to Guide”
  - Sample Alerts
  - Best Practices for Using TAN
  - Recruitment Tools
- TAN Recruitment Toolkit Completed (9-page document)
  - Recruitment Drive Ideas
  - Recruitment Resources
  - Best Practices for Responding to TAN Alerts

## **Future Activities/Projects:**

- Improving TAN Alert Response Rates
  - Address the “Fear Factor” (Create a funny video)
  - Make Personalization Easy (Message: Don’t be afraid to get personal!)
  - Reinforce: Legislators Need Your Expertise!
- Membership Recruitment
  - Use New Resources (Toolkits & Video)
  - Promote Company TAN Recruitment Drives
  - Promote State LTA TAN Recruitment Drives