

# 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