

10 Easy Steps to Increasing Membership



- Every Board Member Serves on the Membership Team
- Set-up a Planning/Team Building Retreat, Set a Goal to Increase Membership by 5,10, or 15%
- Meet Monthly to Set Goals and Implement a Plan
- On Your Meeting Agenda – List Membership Numbers – Membership Discussion at all Chapter Meetings a Priority
- Select a “Connector” to Lead the Membership Initiative
- Select 3 Team Members to be Ambassadors at all Chapter Meetings
- Outreach is Key, Reach Out and Contact all Prospects at Chapter Meetings
- Follow-up with a Call, Email, or Personal Note within 1 Week of Meeting
- Two Weeks prior to the Next Chapter Meeting Personally Invite them Back
- Follow-up – Follow-up-Follow-up – Build a Relationship, “Give before you Get” and Guide them Through the Process of NSA Membership

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