

Chapter Membership: Attract, Involve, and Retain

Attracting members is as simple as X-Y-Z:

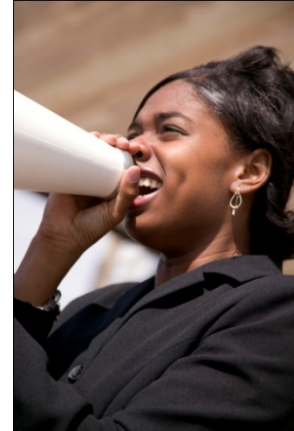
EXplain your value in all your marketing: Know your USP, talk benefits not features, and share testimonials and success stories.

Yell from the rooftops: Be visible and vocal in your community and in our industry. Use press releases, promote NSA and your chapter in your personal marketing materials, listen for gaps that your NSA chapter could fill, partner with businesses or associations who attract potential NSA-chapter members. Have fun or do good—then let others know about it.

Zero in on your target market: Identify potential members and go where they go.

Potential NSA-ers: Business owners, trainers, coaches, consultants, media personalities, authors, entertainers, Toastmasters, CEOs, experts, local celebrities.

Where you can find them: Websites, blogs, bulletin boards, Twitter, Facebook, LinkedIn, professional associations, Toastmasters, Chamber events, business owners, media groups, networking groups, conferences, webinars, in your newspaper, in professional development courses, at community events.



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Involving members is as simple as A-B-C:



Ask: A personal invitation to help with something specific is much more likely to gain member involvement over a general call out for “anyone who wants to help.”

Be flexible: Offer small or short-term assignments along with big projects or board positions. Consider co-chairs or groups who could work together.

Communicate: Keep members and volunteers informed through regular communication: newsletters, emails (personal and mass-mailings), phone calls, social media, in-person meetings. Let members know what’s happening, what’s coming, what’s in it for them, and how they can help.

Retaining members is as simple as K-E-E-P-ing them:



Know your members: Learn about their area of expertise, gain insight into their speaking businesses, ask about family/interests/hobbies. Build a community and help members feel a part of it.

Engage them: Send notes, call them, comment on their blogs, share their successes, ask for their input, invite their participation, collaborate with them. Find out what's important to them—and find ways to provide those things at chapter meetings.

Empower them: Allow members make some decisions, let them chair committees, encourage them to think outside the box. Help members see the vision and understand the goals of the chapter. Then let them help you get there.

Praise them: Thank them for their contributions, profile them in your newsletters and on your website. Acknowledge their efforts, give out awards, share the spotlight. People tend to return to where they feel appreciated.

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Resources

ASAE and The Center for Association Leadership: <http://www.asaecenter.org/>

Cynthia D'Amour (fellow NSA-er): www.chapterleadersplayground.org

Best Association: <http://www.bestassociation.com/resources-home-mainmenu-1.html>