Ideas to Provide Value for Chapter Members

Offer a Welcoming and Comfortable Environment

♦ Communicate the “Value of Being a Member” to your members and guests/candidates/apprentices.
♦ Create a First Timers Orientation packet or a one-sheet that simply outlines the benefits of being a member.
♦ Assign someone to “Welcome” & “Educate” guests about the First Timers Orientation.
♦ Assign someone along with a back-up to conduct the First Timers Orientation and collect information about those who attend the session.
♦ Assign someone to follow-up with those who attended the First Timers Orientation for six months or longer if needed.

Offer a Community & Networking Environment

♦ Buddy-Up Speakers – Pair new members with veterans.
♦ Form Joint Ventures with other speakers.
♦ Cheer each other on! Create “Bravo Alerts” (Catch & congratulate members successes - either verbally or through email blasts or newsletters.
♦ Provide opportunity to create Mastermind Groups.
♦ Set-up Speaker Business sharing events (go to a speakers home and see how they run their business).
♦ Provide personal attention by calling and inviting those who have attended meetings in the past to upcoming meetings and events.
♦ Plan a “Get to Know” breakfast, lunch or dinner with the NSA Chapter speaker.
♦ Create a “What I Need” & “What I Can Offer” sheet to members so they can trade services.

Offer Educational Opportunities

♦ Put together a “Share Best Ideas” from the NSA Convention / Conferences and invite members.
♦ Offer a “Meet the Pro’s” roundtable before every meeting.
♦ Share a “Mistake of the Month” at each NSA Chapter Meeting (Bold Blunders).
♦ Post “Welcome” and “How to” video’s on your web site.
♦ Offer live streaming video or MP3s of your NSA Chapter Meeting
♦ Have an NSA member share one idea or best practice at each meeting.
♦ Offer an Emerging Speakers / Apprentice / Candidate program.
♦ Offer a Speakers Lab or Speaker University (One-day event).
♦ Provide annual educational scholarships or awards to members / apprentices / candidates for service to the chapter (Spirit of NSA) or a Chapter Member of the Year Award.
♦ Invite members to write and send a “Press Release” about the NSA Chapter Meeting to the local newspapers.
♦ Assign someone to be a liaison along with a back-up to the groups / associations in which you are trying to joint venture.
♦ Provide opportunity to NSA members to contribute a chapter to a book and get it published.

**Offer Marketing Opportunities**

♦ Include speaker profile, picture and contact information on NSA Chapter web site.
♦ Design and print a Meetings Industry Resources Guide for Associations, ASTD & MPI – Mail out with a letter from NSA Chapter President.
♦ Offer a discount on membership dues to the Conventions & Visitors Bureau.
♦ Provide list of upcoming National Conventions and help members create a strategy.
♦ Purchase a list of Associations and provide use to the NSA members.
♦ Put together a Speaker Showcase and invite Meeting Planners International (MPI), American Society of Training & Development (ASTD) & local chapters of Toastmasters.
♦ Provide a way for speakers to post articles on the NSA Chapter web site.
♦ Collect testimonials from current NSA members to use in marketing materials.
♦ Offer a discount in annual dues if paid in full by a certain date.
♦ Design and print a “You’ve Been Spotted” business card with information about your meeting on the back. Invite new prospects to meeting first time free.
♦ Reward NSA Chapter members who bring the most guests during the year.

**Offer Leadership Opportunities**

♦ Outline expectations of each volunteer or board position so people have an idea of what they are committing to upfront.
♦ Invite board members / committee members or those interested in leadership to annual board planning retreat.
♦ Recognize those in leadership and who volunteer at the NSA Chapter meetings and on the NSA Chapter web site.
♦ Invite those interested in leadership to utilize the resources on http://www.nsaspeaker.org/chapter-leadership/.
♦ Pay tribute to your leaders (Annual Leadership Recognition luncheon, Past President’s Luncheon, etc.)

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