

# ***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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