



Council of Governors
Recruit & Retain
MEMBERSHIP BEST PRACTICES

Two birds. One stone. Start the year hosting a luncheon introducing the board and committee chairs. Committee chairs have an opportunity to share their goals and utilize the luncheon to actively recruit.

Communicate the way your demographic best receives information. If your members are on Twitter, tweet. If your members are on Facebook or Instagram, post. If they still check the mailbox, send a postcard. Everyone has an email address. You cannot over communicate. Because social media and email is free, you can typically afford to do a hybrid of digital and print messaging and span a wider audience.

Host an annual AAF Kick-Off Party. An evening event with complimentary drinks and appetizers offered to both members and potential members is a proven way to fill two significant needs. The event serves to connect club leaders and members in an effort to determine individual skills when looking to form committees. Non-members are introduced to a group of like-minded industry professionals often resulting in a successful night of recruitment.

Survey your members. Conduct a survey designed to solicit answers that will aid club leadership in matching solutions to member expectations. Once responses have been received, work to actively implement what the majority determines to be top priority.

Let social media tell your story. A strategic social media presence promoting the benefits of membership and relevant events can prove beneficial in membership growth.

Share beyond traditional meetings. Work does not always allow time to attend an AAF luncheon. Filming and then posting club speakers and educational sessions online allows members to receive benefits in a more flexible manner. Think beyond the norm. Find ways to provide added value. Make recordings available on a members only accessible portion of the club website.

Form partnerships. In many markets, multiple marketing and advertising trade organizations exist, each battling for members. Instead of forcing potential members to choose, consider a demonstrated willingness to partner with others. For clubs with financial constraints or who are smaller in size, it is a good practice to co-host events in an effort to create a win-win situation.