



Engagement = Value!

When members interact with APWA in any manner, big or small, it is an opportunity to create value. Meaningful interactions increase the value of the relationship. Focusing on member engagement is about creating consistent, ongoing opportunities to connect and grow loyalty to the association.

Local chapter leaders play a critical role in engaging association members. Here are some strategies leaders can use to promote engagement:

Host events. Hosting regular events is a great way to bring members together and provide opportunities for networking and learning. Local chapter leaders can organize events such as conferences, community service projects, and social gatherings to engage members.

Offer professional development opportunities. Providing members with opportunities to develop professionally can enhance their skills and keep them engaged with the association. Local chapter leaders can offer workshops, certificate programs, conference sessions, lunch and learns, mentorship programs, and other professional development resources.

Recognize member achievements. Recognizing member achievements and contributions to the association can boost engagement. Local chapter leaders can highlight members' accomplishments through newsletters, social media, and awards ceremonies.

Provide opportunities for leadership. Members who take on leadership roles may feel more invested in the association and more engaged with its mission. Local chapter leaders can offer leadership opportunities such as serving on committees or boards.

Foster a sense of community. Local chapter leaders can create a sense of community among members by encouraging collaboration, providing opportunities for feedback, and offering member benefits such as access to exclusive resources and discounts.

Communicate regularly. Regular communication with members is essential for engagement. Local chapter leaders can use email, social media, newsletters, and other channels to keep members informed about events, news, and other association updates.

By implementing these strategies, local chapter leaders can help create a thriving and engaged community of association members.