

# CHAPTER RECRUITMENT PLAN

A Chapter Recruitment Plan details how your chapter can attract, engage, and retain members or volunteers at the chapter level. Below are the core components that can assist your recruitment plan:

## 1. Recruitment Goals and Objectives

- Target number of new members (Example: +5% membership)
- Types of recruits needed (e.g., board members, general members, student volunteers, young professionals)
- Timeline (monthly, quarterly, annual)
  - o Set quarterly targets
- Alignment with APWA's mission

## 2. Target Audiences

- Demographics
  - o Students
    - Partner with local universities
    - Offer discounted membership for the first year
  - o Young Professionals (YP)
    - YP networking events
    - Leadership micro-volunteering roles
    - Mentorship matching
  - o First-time supervisors
  - o Public agency leaders
    - Director roundtables
    - Invitations to speak at chapter meetings
    - Promote team membership models
  - o Private sector partners
  - o Nonmember event attendees
- Existing supporters (volunteers, sponsors, event attendees, social media followers)
- Build a prospect list
  - o Event attendee reports (nonmembers)
  - o Lapsed member reports (within a set timeframe)
  - o Local partner organizations
  - o Public works agencies without APWA members
  - o Conference and training rosters

## 3. Value Proposition

- Clear explanation of the value in joining
  - o Career growth opportunities
    - Certificates
    - Certifications
    - Other education tied to CEU
    - Free educational offerings
  - o Professional knowledge-sharing network and career community network
- Powerful stories
- Unique value of your chapter specifically

## 4. Recruitment Channels and Tactics

### Online

- Social media campaigns (chapter leader resource coming soon)
- Chapter website
- Email outreach and/or newsletters
  - o New member recognition

### In-Person

- Community events (chapter meetings, happy hours, volunteering)
  - o Bring a colleague incentive
- Information sessions and open houses
  - o Consider an event during National Public Works Week (NPWW)
  - o Membership table or QR Code with member information at events
- Presentations at schools, workplaces, or partner organizations
- Referral programs and conferences
- Post-event follow-up (within seven days)
  - o Email nonmembers
    - Membership value
    - Upcoming events
    - Direct join link

## 5. Messaging and Branding

- Consistent recruitment messaging
  - o Add a "Why Join" page to your website
- "Elevator pitch" for the chapter (Chapter Leader Resource)
- Recruitment materials (flyers, slide decks, one-pagers)
  - o Chapter and APWA specific
- Inclusive and mission-centered language (Chapter Leader Resource)

## 6. Onboarding and Engagement Plan

- Welcome and orientation
  - o Welcome email (48 hours)
  - o Board member welcome phone call (30 days)
- Training and resources
- Mentorship or buddy system
  - o Partner the new member with a chapter champion
- Provide easy engagement opportunities right away
  - o Refer to the Target Audience areas from above

## 7. Leadership and Roles

- Recruitment or Membership Chair
- Chapter officers' responsibilities
- Training for chapter leaders
- New member mentor

## 8. Timeline and Action Plan

- Chapter event calendar and [APWA calendar](#)
- Key events and campaigns
  - o Track membership conversions
  - o Create a membership impact report
- Deadlines and milestones
- Track member engagement
  - o In-person event attendance
  - o Virtual event attendance
  - o Volunteer efforts
  - o Engagement with chapter mentor
- Track member retention
- Assign owners for each activity