



# Membership 101

As a chapter leader, your role in recruiting and retaining members for your association is crucial. Here are some strategies that you can use to attract new members and keep existing members engaged:

1. **Develop a membership plan.** Start by developing a comprehensive membership plan that outlines your chapter's goals, target audience, and strategies for recruitment and retention. The plan should also include a timeline and metrics to measure success.
2. **Leverage networking.** Leverage your personal and professional networks to spread the word about your chapter and its benefits. Attend local industry events to network with potential members. One of the most impactful things you can do is ASK.
3. **Highlight membership benefits.** Highlight valuable membership benefits—professional development opportunities, building a professional network, resources and publications, full access to the Resource Center (on-demand learning), and member pricing for events. Ensure that these benefits are communicated clearly to existing and potential members.
4. **Focus on engagement.** Engage with members regularly through newsletters, social media, and events. Encourage members to get involved in chapter activities and volunteer for leadership positions. Consider micro-volunteering opportunities—specific short-term tasks that grow connection to the organization ([link to flyer](#)).
5. **Recognize member achievements.** Recognize member achievements through awards and public recognition. This can include presenting awards for outstanding service or hosting events to celebrate member milestones.

6. **Personalize communications.** Personalize your communications with members and potential members to make them feel valued. Use email marketing tools to segment your audience and send targeted messages ([link to GJ handout on creating templates](#)).
7. **Track membership metrics.** Keep track of membership metrics such as retention rates and new member sign-ups. This information can be used to identify areas for improvement and to measure the success of membership initiatives.
8. **Conduct exit interviews.** Conduct exit interviews with members who choose not to renew their membership to understand the reason(s) for their decision. Use this feedback to improve your membership plan and retention strategies.

By following these membership basics, APWA association chapter leaders can attract and retain members and build a strong and engaged community of public works professionals.