



MEMBERSHIP RECRUITMENT ESSENTIALS

DEVELOP A MEMBERSHIP PLAN

Begin by creating a clear, engaging membership plan that highlights your chapter's goals, identifies ideal members, and outlines friendly, effective strategies for recruitment and retention. Be sure to include a simple timeline and meaningful metrics so you can track progress and celebrate your success along the way.

Chapter Recruitment Plan Guide

Leverage Networking

Use your personal and professional networks to share the value of your chapter and all it offers—partnering with APWA's [Membership Engagement Committee](#) can help expand your reach even further. Show up at local industry events to connect with potential members and remember: one of the most powerful tools you have is simply asking someone to join.

Highlight Membership Benefits

Spotlight the benefits that make membership truly worthwhile:

- [Professional Development Opportunities](#)
- [Resource Center](#)
- [Member Pricing](#)
- [APWA Careers](#)

Make sure these benefits are shared clearly and consistently so both current and future members know exactly what they can access.

Focus on Engagement

Stay connected with your members.

- Engage with your regional representative from the APWA Membership Engagement Committee.
- Create and distribute newsletters.
- Use social media to engage the community (social media guide coming soon).
- Promote in-person and/or virtual events (APWA [Focus On](#) programs, [In the Driver's Seat](#)).
- Invite your community and neighboring communities to attend chapter activities.
- Emphasize leadership opportunities.
- Offer micro-volunteering options (short, meaningful tasks) as a way to engage new or busy members.

Recognize Member Achievements

Celebrate your members' achievements through [APWA awards](#) and [public shout-outs](#). This could mean honoring exceptional service, highlighting accomplishments, or hosting events that spotlight important member milestones. A little recognition goes a long way.

Example: If a member of your chapter has the cover article in the *APWA Reporter*, is a guest on APWA Public Works Radio, or the featured speaker on *In the Driver's Seat*, announce the accomplishment on social media or in a newsletter.

Personalize Communications

Make your communications feel personal and meaningful for members and nonmembers. Use email tools to segment your audience so you can send tailored messages that help everyone feel seen, valued, and connected.

New Elevator Pitch

New Nonmember Outreach Templates

New Kickstart Student Memberships

Track Membership Metrics

Monitor membership metrics like retention rates and new member sign-ups to understand what's working well and where there's room to grow. These insights help you fine-tune your efforts and celebrate the success of your membership initiatives.

Conduct Exit Interviews

When someone decides not to renew their membership, consider having a friendly exit conversation to learn more about the decision. Their feedback can offer valuable insights that help strengthen your membership plan and enhance retention strategies.

Exit Interview Examples

By putting these membership essentials into practice, APWA chapter leaders can attract new members, support current ones, and build a strong, connected, and engaged community of public works professionals.