

Mobile Conference Membership Notes

Remember that you can go to <http://aaf.org/default.asp?id=252> and obtain the Membership Recruitment and Retention Manual. This guide will provide details on how to assess your club and provide information on how to retain your membership.

During the workshop, clubs provided the following tips on what helped their club the most:

- Conduct your membership drive at a bar to help members and non-members with a place to network.
- Members bring a guest to a luncheon and pay for their guest.
- Change your mission statement and develop a new brochure.
- Add new people to your potential database.
- Provide workshops for your membership that will hopefully attract potential members.
- Switch locations for luncheons to allow all members to attend at a closer location.
- Find out why members left the organization.
- Produce weekly e-newsletters.
- Recruit speakers that will help with diversity and education.
- Provide discounts for members to show value in membership.
- Obtain speakers from outside your market.
- Add Facebook and Twitter and use these tools to your advantage.
- Develop a membership incentive program and give members points that can win them prizes.
- When non-members enter ADDYs, show them what they can save if they are a member and convert them to members.

Division III – Lillian Turman

Division IV – Nancy Haragan