

## TOOLS TO RECRUIT & RETAIN

Check off the ideas your Chapter currently uses to recruit and retain members. Then, choose at least ten (10) NEW ideas your Chapter can put to use immediately. Place a number (1-10) beside each new idea in the order you plan to put them into action.

As each idea is a success, check it off. By the time you're finished, your new member and renewing member totals should soar! Keep this checklist year after year, trying new ideas and improving upon proven successes.

Keep in mind, if you try something and it isn't a success, just choose something else and keep going. The more ideas you choose the greater the difference in your membership totals!

### Chapter Recruit/Retain Ideas

1. Sponsor a "We Want You Back" campaign. Send a letter to former Chapter members. Personalize it. Begin the first paragraph with, "Since you've been gone..." or "We miss you..."
2. Contact other association's local chapters and trade-out prospective members. Advertise in their chapter newsletter.
3. Have someone who is a proven recruiter "train" other members on her strategies. Discuss what to say to rejections, how to follow-up, etc. Make training fun. Offer incentives for those who put suggestions into practice.
4. Hold a "Two Minute Drill" at a Chapter meeting. Pass out prospect pads to each member, and then ask that they fill them out with membership leads (colleagues, subcontractors, suppliers, or anyone who is eligible for membership). At the end of two minutes, collect all leads in a container and draw one. The person who submitted the chosen lead receives a prize. The Chapter membership chair and/or her committee should follow-up on all leads.
5. Compile a Chapter prospect list from member leads. These can include names generated from the "Two Minute Drill" as well as: former members, trade directories, yellow pages, other associations, licensing/accrediting agencies, etc.
6. Give each member three names (only) from your Chapter prospect list (preferably people they do not know). Ask the member to call and invite prospects to a meeting. Give each person a Chapter and NAWIC Facts sheet so she can answer general questions.
7. Hold a member orientation. Have a seasoned member give a short speech on what NAWIC has meant to her over the years and what NAWIC can continue to mean in the future. Distribute a brief synopsis on each chapter committee and their function. If possible, plan this close to renewal time.
8. Have your membership committee contact every member who misses a single meeting. Let them know they were missed and that you look forward to seeing them at the next meeting. If anyone misses more than two meetings, ask a board member to contact them and discuss it. This may be a "now or never" opportunity to save a potential non-renewal.
10. Give new members a sample press release they can send to local newspapers announcing their affiliation with NAWIC. (Offer to send it for them, but discuss it first, so they know it is being done!)
11. Hold renewal phone-a-thons. Contact each member at least thirty days prior to renewal time advising that their renewal notice will soon be in the mail and that you look forward to having them as part of your Chapter for another year.

12. Send “Thank You for Renewing” notices to all renewals. Send “Thank You for Joining” notices to all new members.
13. Send congratulatory notes to members when they are recognized for services to their company or other volunteer organizations. Send completed “Members in the News” forms to the NAWIC Office for publication in The Connection.
14. Hold a Chapter breakfast or luncheon meeting. Be sure to invite past members who have left because of late meetings, inconvenient meeting times or lack of childcare.
15. Host a Chapter reunion party. Invite anyone who was ever a member of your Chapter. Include invitations, or send a representative, to employers who previously sponsored members. Have a speaker talk about past Chapter accomplishments and plans for the future.
16. Prepare prospective member folders which include an invitation to join, Chapter fact sheet, membership application, membership brochure, NEF information, calendar of events (scheduled speakers and/or programs), recent Chapter newsletter, meeting announcement card, membership roster, contact name and telephone number. Give three folders to each member and ask her to put them in the mail the following week to prospective members.
17. Prepare membership surveys and distribute them to all Chapter members. Have members complete the surveys during the meeting and collect them afterwards. Include questions such as: “What program/speaker did you enjoy most?”, “What program/speaker would you like to see in the future?”, “What do you enjoy most about your membership?”, “What would you like to see changed?” Repeat this once every six months.
18. Establish “welcoming” committees to ensure ALL members feel they belong—especially first year members who sometimes feel neglected after the first few meetings.
19. Include information on new members and their employers in the first available Chapter newsletter.
20. Assign a mentor to each new member who will answer questions, offer a ride, check-up with phone calls, - anything and everything to help members feel welcomed. Keep this up for a year.
21. Invite all new members to be part of a committee. Keep it simple but worthwhile! Offer guidance so they do not feel like they are in a “sink or swim” situation.
22. Participate in a trade show. Distribute meeting announcement cards, brochures, etc. Collect business cards, prospect pads, etc.
23. Hold a joint meeting or co-host a seminar with another association such as AGC, ABC, AIA, etc.
24. Actively participate in WIC Week.
25. Host a Block-Kids contest, participate in a Career Fair, speak at local schools—any activity that will increase industry awareness and promote NAWIC.
26. Make sure ALL recruiters receive recognition for their efforts. This can be accomplished through recognition, awards, applause, thank you notes, discounted dinners, etc.
27. Have all members wear name badges when new or prospective members are attending meetings.
28. Give each new member a special gift such as a business card holder with all the current members and/or their company’s business cards already included
29. Send thank you notes to all members participating in Chapter projects at all levels. Do the same to employers who show their support, regardless of how extensive.
30. Hold a hospitality hour prior to a meeting. Provide a networking table where members can set out company brochures, fliers, and/or business cards.
31. Have the President-Elect send a personalized letter to each member highlighting her goals for the year along with speakers and workshops she has planned immediately following her election.

32. Order membership materials as needed from the NAWIC Office.
33. Encourage recruiters to assist in first time renewals through Chapter contests, incentives, etc.
34. Provide logo sheets to all new and current members for use on their letterhead and/or business cards. Remind members they can order business cards directly from the NAWIC Store.
35. Encourage board members to send letters to members they have the greatest influence over asking them to renew and thanking them for being part of the Chapter.
36. Establish a “retention” committee. Within the committee guidelines establish goals and investigate funds to ensure these goals can be met.
37. Feature a “Member of the Month” in your Chapter newsletter – be sure to highlight firms.
38. List renewals in your Chapter newsletter. Include subsections titled: First Year Anniversary Members, Second Year Anniversary Members, Five Year Anniversary Member, etc., along with a brief “We’re Glad to Have YOU”.
39. Offer members’ firms the chance to advertise a free business card size ad once per calendar year in your Chapter’s newsletter.
40. Utilize Chapter members as program speakers. Let other area construction industry associations know about these individuals.
41. Give each new member a survey asking why she joined and what she hopes to “get for her investment.” Give a copy of this survey to your Chapter’s retention chair and immediately begin to focus on meeting your new member’s needs.
42. Maintain active job-referral opportunities for both members and their firms. Have one person in charge of coordinating both.