

Attracting and Retaining Members

Every engagement with members and/or potential members is an opportunity to promote our value and grow

▶ **Ask all participants at time of sign-up or as they arrive to the event... “Are you currently a member?”**

- 1) Either follow up immediately with a one-on-one conversation or
- 2) Make a plan for a one-on-one conversation at a later time.

Have readily available:

- Membership Forms
- Dues amounts (annual and payments)
 - Be prepared to explain the payment methods
- Schedule of payments
- “Join AEA Today” pamphlet in adequate quantities
- “What our local has done” document, if that is available
- Contact information for Local Leaders and their Site Representative

▶ **Track the contacts for follow up**

Regardless of the outcome of the discussion, leave them with information and a method for joining the association.

Thank them for participating!

