



Chapter Membership Best Practices

Virginia Peninsula Chapter

Sheila Arrington - Membership Chair (Sheila.A.Arrington@uscg.mil)

- Pizza Recruiting Luncheons - Various agencies invite the staff from their office to a luncheon held onsite, and we discuss AGA and the benefits of joining (show the AGA DVD). We provide the pizza to the agency. We also provide AGA pens, ribbons, and membership brochures.
- Offered a \$30 membership discount to potential members at our PDC.
- The chapter designated February and March as NEW MEMBER months and launched a recruiting campaign "AGA IS BETTING \$100 THAT YOU'RE NO FOOL!!!" offering anyone who sponsored a new member before April Fools Day a chance in a \$100 drawing.
- Membership Renewal - All members that renew by March 31st, will be entered into a drawing to have the cost of their membership paid back to them for the next year. We will select one member.
- Monthly Meetings - We provide all first time guests with a packet that includes brochures, Meeting Dates and an Application. We then follow-up with each guest via email.

Cleveland Chapter

Stephanie Paschel - Membership Chair (stephanie.paschel@dfas.mil)

- We have introduced 'bring a guest,' receive half price lunch for you and your guest.
- We have purchased a gift card for raffle for each luncheon, which has brought us to 13 new members thus far, with two in the process and payment submitted for.
- We also paid for a professor to attend and president of another organization (IMA) interested in joining and recruiting fellow members due to our CPE cost being very low.

New York Capital Chapter Thalia Davis – Membership Chair

(TDavis@osc.state.ny.us)

We gave a presentation to the Rockefeller College (School of the University of Albany). The presentation was given to students (potential early career members) studying for a Masters in Public Administration. The students were members of the Professional Applications class. The class emphasizes the early development of professional skills, the ability to work in teams, career planning, and an awareness of trade-offs in modern administration. One requirement of the class was to join a professional organization. We shared with the students, information about AGA, our local chapter and the CGFM. Many students were interested in joining.

In exchange for the time to present to the students, AGA gave \$75.00 to defray the student's costs for lunch during the class that day.

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In addition, we have planned three events where we are visiting area colleges to continue recruiting early career members by giving our recruitment presentation.

Kansas City Chapter

Tonya Coffelt, CGFM – Membership Chair (tonya.coffelt@ssa.gov)

We held a Recruitment Breakfast. We served a light breakfast and had presentations by our president, treasurer and membership chair. We had a great turnout of 17 potential members. We gave individuals who joined at the breakfast a 50% discount on their dues. As a result, 12 of the individuals joined. Since some potential members could not attend the breakfast, we also allowed others to take advantage of the discount. We gained 8 additional members!

Richmond Chapter

Nauri Ahmed - Membership Co-Chair

(nauri.ahmed@co.dmhmrsas.virginia.gov)

- Our current membership campaign is called "Team 400" -our quest to obtain 400 members. Prior to Team 400 we had Team 300. Our focus on obtaining new members in the future is to continually offer high quality CPE programs (now over 100 hours per year with our CGFM review course (48 hrs in May 07). We also hope to offer the CGFM review course each May to attract individuals to the AGA. As the number of CGFMs increases, we expect our membership will increase.
- We also might be planning some outreach programs where we hold free pizza lunches and educational sessions at federal agencies and local governments in the Richmond area.
- Several years ago we invested in a table-top display. This has proved a valuable tool to position our membership materials at all of our educational events.

Chicago Chapter

Anibal Marrero – President (Anibal.Marrero@oig.hhs.gov)

- We hosted a coffee break during the Department of Health and Human Services, Office of Inspector General Region V New Auditors Orientation. During this event 20 new auditors received an orientation about the AGA mission, programs, publications, conferences, and certification. After the meeting several new auditors joined AGA, others were referred to their states' chapter for follow up.
- We subsidized the costs of our luncheon meeting for college students. We have scheduled another coffee break with the accounting students at Wright College in Chicago during March 2007 and at the chapter's PDC, we will host a coffee break with potential new members.

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Central Pennsylvania Chapter

Connie Huber – Past President (chuber@state.pa.us)

Our 'new member' drive has the lure of FREE MONEY! Sponsoring members, along with their recruit, can earn \$20 when they come to a monthly meeting with the new member's application and a check for the new member's registration fee! They brought in 15 members through this program and most of the current members donated their \$20 back to the campaign!

Mid-Missouri Chapter

Christa Brooks – President-Elect (christa.brooks@dhss.mo.gov)

The chapter hosts AGA 'lunch-n-learn' get-togethers for prospective members. They target state agencies that have a large number of potential members (financial or grants management or auditing staff), and work with an AGA member in that agency to arrange for a conference room at that agency site and to help identify the prospective members. Each prospective member then receives a personal invitation to attend the AGA 'lunch-n-learn,' where they receive a free lunch, meet some CEC members, and learn about how AGA can benefit them. As many of the Chapter CEC members as possible are on hand to meet and greet the prospective members. Each attendee receives an AGA and CGFM membership packet, an AGA pen and lanyard.

Montgomery Chapter

Larry Curvin – Membership Chair (larrycurvin@mc-ala.org)

The chapter includes the price of membership (new and/or renewal) in the registration fee for their November Seminar. Included in their record attendance of 272 were 176 current members and 44 new members!

Boston Chapter

Susan Tefft – Membership Chair (sueabby76@hotmail.com)

During our annual Holiday Fundraising Luncheon we offered a \$10 discount to each member that brought a guest to the Luncheon. As a result of the increased amount of participation, we had to have extra tables set up to accommodate our additional guests. Also, if the guest at the Luncheon was a non-member and opted to sign up as a member that day, they received a \$10 coupon to use at a future AGA event and were mailed a welcome letter which included a \$15 certificate to be used at a future AGA training event offering CPE credits.

In addition, we realized that our ramped up efforts helped increase our membership level above where we ended last year and decided to thank people by purchasing and handing our Chapter pens and portfolios at our latest AGA event.

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