



# Twenty Recruitment/Retention Points for A Successful Membership Year

## Member Acquisition

1. Follow the Leader – Emulate what is being done at the national level to encourage retention and growth. Challenge your chapter officers and committees to meet a specified membership recruitment goal.
2. Make One on One Contact – Personally contact prospective members, inform them of the benefits of membership and encourage them to join the Association.
3. Create Incentive Programs – Entice members through incentive programs to actively recruit new members. Such incentives as free meals for sponsoring members, cash awards, or gift certificates for sponsoring the most members can be highly effective. Keep in mind, though, that people recruit for different reasons. Some recruit for personal pride and out of duty to the profession – be sure to recognize new member sponsors in your chapter newsletter.
4. Involve Government Leaders – Send a special invitation to the heads of federal, state, and local accounting and auditing offices to become members. Leaders of the chapter should meet with these individuals to encourage their involvement and the involvement of their staff. Ask them how the chapter can play a role in providing meaningful training for their staff. Consider having them as special guests at a chapter meeting.
5. Increase Non-Member Training Fees – Ensure that the non-member fee for training seminars is at least equal or more than the annual membership dues. Consider allowing the non-member portion of the fee to be applied towards membership on the spot. Be sure, though, to let these individuals know that they are receiving a membership as part of their payment. Explain what benefits they will be receiving with their new membership.
6. Hold Joint Meetings – Conduct joint meetings with other accounting, auditing and financial management professional organizations and use that opportunity to encourage membership in AGA (ie, IIA, IMA, ASMC, AICPA, etc.).
7. Publicize – Send news releases about monthly meetings and training events to local newspapers and other media. Always include information about who to contact about becoming a member. Provide the name and phone number of the membership director.
8. Be An Active Chapter – Make membership in your chapter the thing to do. A healthy and growing chapter has great meeting speakers, outstanding training programs, community service projects and is highly visible and known throughout the government financial management community. This is the chapter that people will want to join.

*Advancing  
Government  
Accountability*

Association  
of Government  
Accountants

2208 Mount Vernon Avenue  
Alexandria, VA 22301

PH 703.684.6931  
TF 800.AGA.7211  
FX 703.548.9367

[www.agacgfm.org](http://www.agacgfm.org)  
[agamembers@agacgfm.org](mailto:agamembers@agacgfm.org)



9. Retain Members – Keep the members interested and they will continue to come. Retaining that member in subsequent years can be equally challenging. Once they become members, we must actively involve them to retain them. Remember, it costs much more to recruit a new member than to retain one. Recruit new members to participate in committees and/or ask them to help out with the next community service project.
10. Follow the Plan – Actively and eagerly implement this ten-point plan. A Plan is only a plan when it is on paper. You and your chapter must act to succeed.

### **Member Retention**

11. Involve Members – Get members involved at SOME level in the chapter. Involved members are the ones who don't drop out.
12. Assign Worthwhile Jobs – If you ask a member to do a volunteer job, make sure it is a worthwhile job. A member who carries out a rewarding and beneficial task for the chapter will feel like they are part of the organization and will be more likely to stay.
13. Publicize New Members – Send news releases to the local newspapers when groups of new members join. Use photos when possible.
14. Have A Retention Program – Your chapter should have an on-going program to retain members. Go beyond a campaign, as retention is a year-round priority and needs to be planned and carried out consistently. Download those chapter members who haven't renewed from the Members Only site and make a personal phone call to them.
15. Conduct an Orientation – Have a new member orientation at the member's office. Use this opportunity to explain the benefits of membership as well as ascertaining how the member's interests and talents can be used within the chapter.
16. Offer Member-Only Programs – Special program such as seminars, tax information updates and social activities, which are only available to members, should constantly be offered. These types of program make membership meaningful.
17. Determine Reasons for Not Renewing – If a member doesn't renew, send a check-list asking for their reason (s) for not renewing. Dig beyond the 'never did anything for me' answer. There is always something more.
18. Recognize Members – Send congratulations to members' supervisors upon their election or appointment to a leadership position in the chapter.
19. Involve the Spouses – Conduct activities in which spouses can participate. When AGA membership becomes a family matter, renewal is more likely.
20. Follow the Plan – Actively and eagerly implement the twenty-point plan. A Plan is only a plan when it is on paper. You and your chapter officers must act to succeed.

*Advancing  
Government  
Accountability*

Association  
of Government  
Accountants

2208 Mount Vernon Avenue  
Alexandria, VA 22301

PH 703.694.6931  
TF 800.AGA.7211  
FX 703.548.9367

[www.agacgfm.org](http://www.agacgfm.org)  
[agamembers@agacgfm.org](mailto:agamembers@agacgfm.org)