



Resources for Chapter Membership Chairs

AGA Insider

A monthly membership e-mail update is distributed to all chapter and national leaders that covers membership, CGFM, education, meetings, research and chapter successful practices. https://members.agacgfm.org/scriptcontent/membersonly/monthly_update.cfm

Materials and Supplies

Complimentary bulk membership applications and informational brochures:

- **Get Connected Membership Brochure**—The four-panel brochure contains information about AGA benefits/services, periodicals, conferences, chapters, etc.
- **Double-Sided Membership Application**—Lists chapter and national dues amounts.
- **Ten Reasons to Join AGA**—8-by-11 double-sided flyer
- **Discover the Benefits of AGA Membership**—8-by-11 double-sided flyer
- **Early Career Brochure**—Consider a Career in Government Financial Management

Also, request complimentary AGA giveaway items, such as pens and lanyards, or purchase AGA merchandise.

<https://members.agacgfm.org/scriptcontent/membersonly/marketing.cfm>

Recruiting/Retention Tools

- **Prospects!** From past conference/audio conference participants to individuals enrolled in the CGFM program, AGA maintains a database of thousands of recruitment prospects. Contact the Membership department staff for a list of names in your area.
- **PowerPoint Presentations**—Add specific chapter information to these presentations: Get Connected with AGA Membership, Pathway to CGFM Certification, Consider A Career In Government Financial Management <https://members.agacgfm.org>
- **Chapter Successful Practices**—<https://members.agacgfm.org>
- **AGA Video**—Download a copy from the AGA homepage at www.agacgfm.org
- **Chapter Formation Manual**—www.agacgfm.org/membership/chapterformation/default.aspx

Reporting and Analysis Tools

AGA's Members Only website includes:

- **Membership reports and labels**—If you cannot see these reports, please contact the Membership staff and we will update your level of Members Only access.
- **Growth, Acquisition and Retention (GAR) Reports**
- **Chapter Rosters**—new member, suspended member, current member
- **Chapter Statistical Report**
- **Membership demographics and trends**
- **Chapter Transfers Report**—<https://members.agacgfm.org>

Specific Membership Campaigns

- **Member-Get-A-Member Campaign**—Each year, the campaign runs May 1–April 30. An array of incentives is offered to encourage members to recruit new members, including AGA Dollars (redeemable for dues and conference registrations) and prizes. Recruiter of the Year and Top Sponsors are honored at the annual PDC. www.agacgfm.org/membership/mem_campaign.aspx
- **Chapter Retention Contest**—AGA encourages officers to reach out to members who have not yet renewed. As of May 1, chapters that get one-half or more of their members to renew by May 31 are entered into a drawing for national conference registrations.
- **Chapter Recruitment Scholarships**—From time to time, AGA offers scholarships (cash) to encourage recruitment activities. Participating chapters report to AGA and a list of chapter successful practices is compiled and shared with all chapters.

Processing

- **Address changes, new e-mails, phone number changes, etc.**—Chapter officers and individual members can login to the Members Only site to update this information.
- **Chapter Transfers**—Contact the Membership department to handle chapter transfers.

Welcoming New Members

New members receive:

- **Welcome E-mail**—The National Office sends welcome e-mails at the end of each week that lets new members know when they will receive new member information and their AGA publications.
- **New Member Kit**—Mailed one to four weeks after payment is received at AGA, the kit includes a welcome letter from the National President, an ID Card, a certificate, and a chapter president contact listing.
- **New Member Survey**—E-mailed four months after joining, new members are asked to evaluate and provide feedback on AGA's benefits and services.

Chapter Charter Dates and Major Anniversary Dates

AGA provides special certificates to chapters celebrating major anniversaries. <https://members.agacgfm.org>

Lifetime Members

Lifetime membership, awarded each January, is bestowed upon individuals who have been AGA members for 40 years to recognize their distinguished service to the Association. Lifetime members no longer pay annual dues.

www.agacgfm.org/membership/lifetime.aspx

Member Anniversary Lapel Pins

Starting at 20 years of membership and then every five years, AGA sends congratulatory letters and lapel pins to mark members' achievements.

Your AGA Membership Team

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800.AGA.7211, ext. 314

- Corporate Partner Membership Program
- New Chapter Formation and Chapter Assistance
- Membership Reports and Statistics
- Recruitment and Retention Campaign Development
- Survey Development and Administration

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- New Member Welcome Kits
- Group Memberships

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- New Member Sponsors
- Membership Reports and Statistics
- Recruitment and Retention Campaign Development and Implementation
- Annual Renewal Packages
- Membership materials development
- Membership Articles in *TOPICS* and the *Journal*

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Chapter Services Manager

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- Chapter Recognition Program
- New Chapter Formation and Chapter Assistance
- Chapter Officer Directories
- Member Recognition Certificates
- Address Changes
- Chapter Transfers
- Members Only Site Assistance
- Chapter Membership Reports
- Bulk Membership Supplies
- AGA Merchandise
- Community Service
- Chapter Anniversary Certificates
- Lifetime Member Certificates
- Member Anniversary Lapel Pins
- Chapter Officer Lapel Pins

Rica Muhammad

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- New Member and Renewal Data Processing
- Address Changes
- Chapter Transfers
- Members Only Site Assistance
- Chapter Membership Reports
- Renewal Invoices
- Replacement ID Cards
- Receipts
- New Member Sponsors