



New Member Acquisition Ideas

- Create An Incentive Program – 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.
- Hold an early career breakfast or lunch where members bring an early career individual for free.
- Purchase AGA merchandise and reward to new member recruiters.
- Have a pizza party for recruiters bringing new members.
- Hold a pizza party at an agency's office – invite the staff and discuss what the chapter has to offer them (i.e., low cost CPE, leadership training, community service, social events, etc.).
- Contact the AGA National Office to obtain a list of prospects that are in your geographic area (i.e., non-member CGFMs, non-member attendees of meetings, inquiries, former members, etc.).
- Give a PDC registration to the highest recruiter for the chapter.
- 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.
- Sponsor an event at a local college or university and offer up a speaker. Serve refreshments. Students are our future leaders!
- Increase Non-Member Training Fees – Ensure that the non-member fee for training seminars is at least equal to 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.
- Hold Joint Meetings – Conduct joint meetings with other accounting, auditing and financial management professional organizations and use that opportunity to encourage membership in AGA (i.e., IIA, IMA, ASMC, AICPA, etc.).

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- Distinguish members from non-members at your meetings with either a different type of name badge or sticker. Make sure a chapter officer talks to each non-member about the benefits of membership.
- 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.
- 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 programs make membership meaningful.
- Offer a registration discount to every member who brings in one or more non-members to the event.
- 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.
- **YOUR IDEAS HERE!**

Have A Retention Program – Once a member joins, retention begins! 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. It is far easier and much less expensive to keep members than to recruit new ones!

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