



## **Membership Plan/Goals 2021 – 2022**

### **Goal 1 – Increase Membership/Membership Value**

- We will encourage members through our chapter newsletter and website, and through our member incentive program to invite non-members to participate in the Atlanta chapter events and then to join the AGA.
  - End of year gift card give away for member that recruits most during year
- We will hold multiple recruiting events at federal, state, and local government offices throughout the metro Atlanta area. The goal of these drives is to invite non-members to participate in the Atlanta chapter events and then to join the AGA.
  - Hold at least one professional association membership drive (November)
  - Hold at least one state membership drive (November)
  - Hold at least one local membership drive (December)

### **Goal 2 – Retain Membership**

- We will highlight ways the membership may earn CPEs through our chapter newsletter and website.
  - Include updated information on website and newsletter
- We will identify the needs of the chapter membership through a chapter membership satisfaction survey.
  - Include updated information on website and newsletter
  - Random emails to members soliciting needs/wants

### **Goal 3 – Improve Membership Communication**

- We will contact, via postal and email, and/or telephone, suspended members to encourage them to renew their membership.
  - Random 'spot light' member highlight in quarterly newsletter
- We will send welcome emails to visitors and to new members to inform them about AGA Atlanta chapter activities.
  - In addition to welcome email from AGA, will send welcome email to all new members