



ATLANTA CHAPTER

Membership Plan/Goals 2019 – 2020

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.
 - Hold 'Member bring a non-member' pizza party (August-September 2019)
 - 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 (Aug-Sept)
 - Hold at least one state membership drive (Sept-Dec)
 - Hold at least one local membership drive (Dec-Jan)

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