



LEAD!²⁶

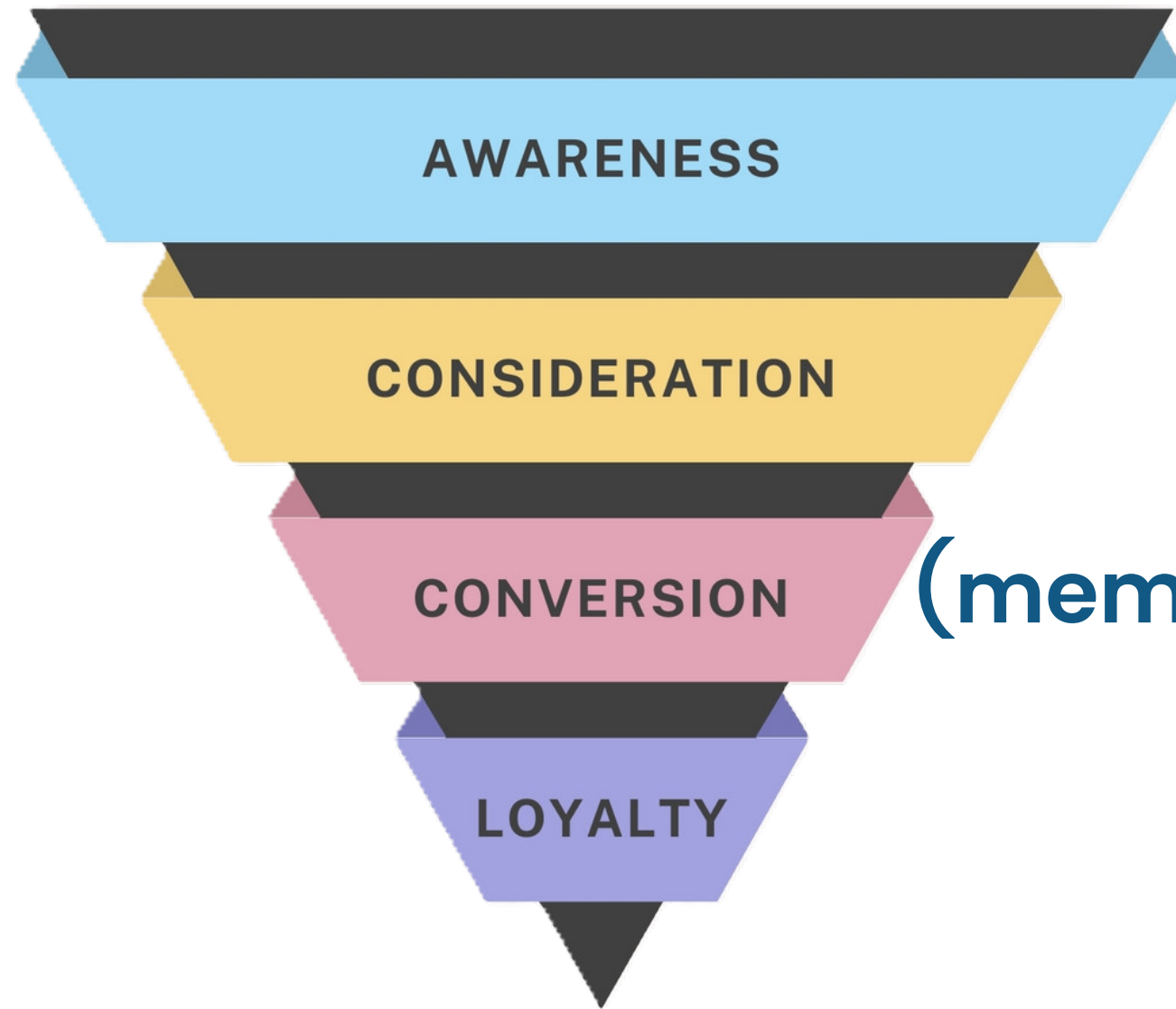
Membership

I need a volunteer!

**There is no magic index card
that you can read to convert
everyone who hears it
into an AGA member.**

Information: not very persuasive

Personal value-add: more persuasive



(members)

5 min to write, then 10 min to share

- why did you initially join AGA?
- why do you renew?
- why are you in leadership?



10 min to share

- hear reasons others value AGA
- one story won't resonate with every potential member



**You've got your
story, now what?**

Recruiting & Succession Planning

- who should be here for your chapter next year?
- what to do if you already have 2-3 people in mind
- what to do if you don't

More Members
More **IMPACT**



250 for 

250

Help AGA recruit
250 new members
by Sept. 17!

during the break, collect
your printed “dashboard”