



LEAD!26

The Art of the Ask

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What is the “ask”?

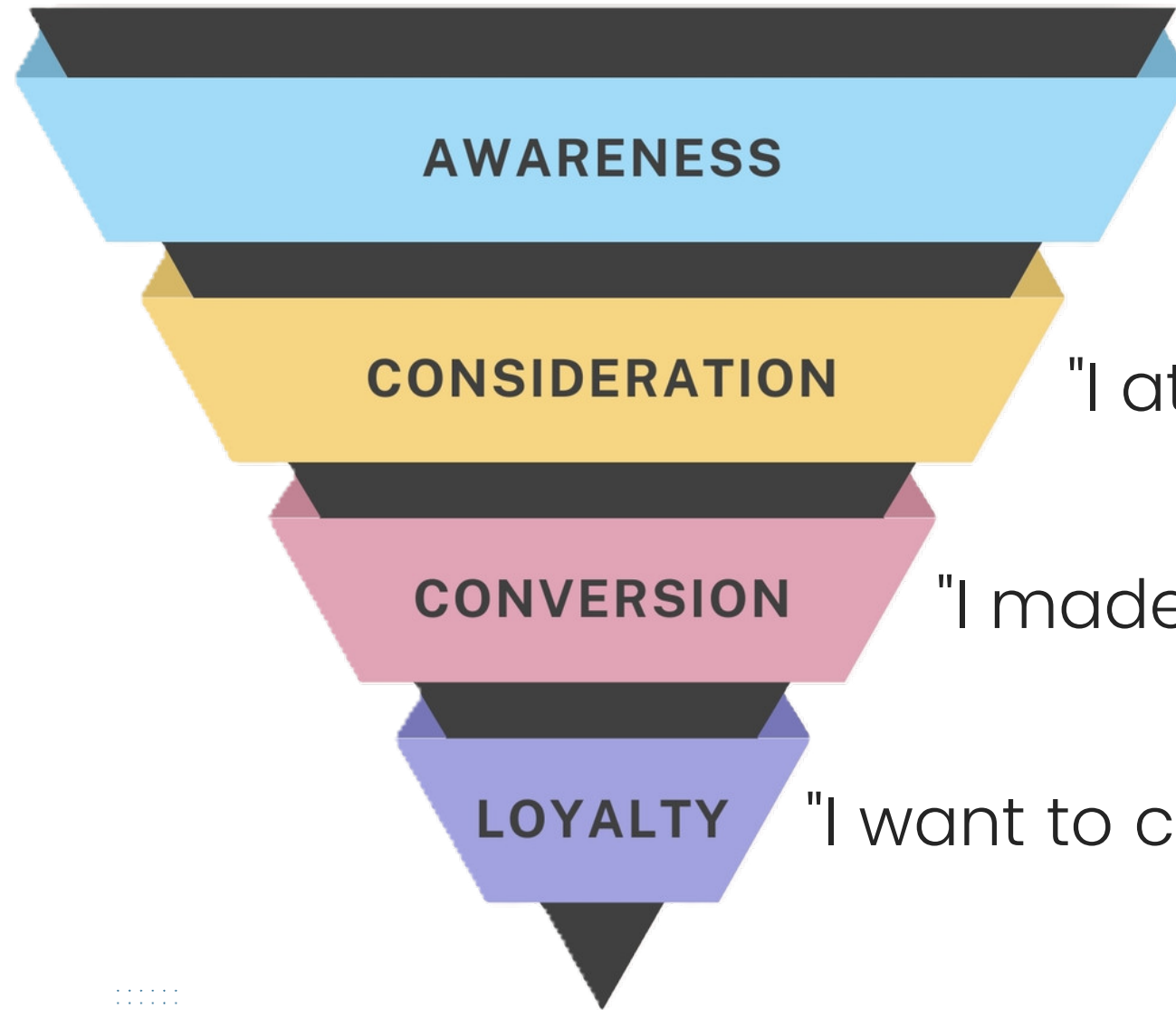
recruiting more:

- members
- volunteers
- future leaders



Organizations grow when
people are invited.

Focus on a culture of
invitation.



AWARENESS

"I know AGA exists."

CONSIDERATION

"I attended an event."

CONVERSION

"I made a commitment."

LOYALTY

"I want to contribute."

How do we ask?

awareness:

- email
- newsletter
- social media
- website

invitation:

- one-on-one conversation
- personal introduction
- direct request
- follow-up discussion

What if they say no?

- It's not personal
- It might be "not right now"

"can i keep you posted on our next community service activity?"

or

"can i let you know when we have our next speaker on cybersecurity?"

Why ask?

- We are confident what we are asking is of value
- The personal ask is a high compliment!
- Eye contact with the ask requires a response, an email is more easily forgotten or ignored

Why not ask?

Who do we ask? What do we ask?

non-members

distant
members

engaged
members

first-time
attendee

Who else?



...and then what?

- we no longer take action from one prompt
- people are busy, reminders are good
- don't give yourself the "no" before they can
- keep inviting

...and then what?

When you get a “yes”, help them cross the finish line:

- walk them to the membership booth to join
- send them the registration link to the event
- remind them two days before

They said “yes”, so a reminder isn’t “annoying”!



Creating a Culture of Invitation

Recruiting Starts With Listening

Individual	Potential Next Step
First-time attendee	Attend another event
Prospect	Become a member
Member	Volunteer
Volunteer	Lead a project
Committee member	Chapter leadership
Community partner	Support chapter initiatives



Create More Opportunities to Ask

- membership conversations at events
- first-time attendee follow-up
- volunteer sign-up pathways
- new member welcome process
- leadership development conversations



Develop More People Who Ask

- chapter officers
- committee chairs
- volunteers
- past presidents
- emerging leaders

Recruitment is a chapter responsibility, not solely a membership chair responsibility.



**Discuss: How can your
chapter create more
meaningful invitations?**



Lead 2027:

Chapters grow one relationship, one invitation, and one next step at a time.



Lead 2027:

- The future leaders of your chapter are probably already attending your events, participating in your programs, and engaged with your chapter.
- Does your chapter have a process to
 - identify them
 - engage them
 - invite them to take the next step
 - celebrate the milestone

More Members
More **IMPACT**



250 for 

250

Help AGA recruit
250 new members
by Sept. 17!