

4 Ways The StarChapter AMS Helped ACI Georgia Triple Their Membership



For close to three years, you've been hearing about the difficulties chapters are having remaining engaging and relevant as extraneous forces – in this case COVID19– continue to lob all sorts of curve balls.



But hopefully, you've also heard that it doesn't have to be all doom and gloom. By making a few improvements, like picking outstanding speakers, using the right meeting technology and having a member engagement plan, you can give people what they need and want even when things seem unsettled. In fact, as you'll read, with the right planning and execution, you can do a whole lot more than just survive.

Over the past five years, the Georgia Chapter of American Concrete Institute (ACI Georgia) has not only thrived, but they've also expanded and tripled their membership. Recently, Rebecca Chadwick, StarChapter's Director of Sales & Marketing, connected with Wayne Wilson, Georgia Chapter, ACI Programs Committee Chair, to learn how the StarChapter AMS has helped in their success.

Georgia Chapter, ACI has been in operation since 1965. They bring together those with an interest in and connection to the concrete industry. "We have a lot of loyal long-time members that participate on a regular basis," Wayne explains. "They are used to our schedule, proud of the chapter and they care."



In addition to having a committed membership determined to see the chapter succeed, Wayne says that adding the StarChapter Association Management Software (AMS) to their toolbox has helped keep existing members and bring in new ones.

Here are a few examples of how Georgia Chapter, ACI uses StarChapter, and how it's making it easier for everyone.

Adjusting Programming & Policies

During the height of the pandemic, Georgia Chapter, ACI members were pretty insistent about continuing to meet in person. So, instead of moving to virtual programming, the chapter adjusted their programming as well as their payment and refund policies for in-person events. Wayne says members were more comfortable registering to attend in person knowing they wouldn't be penalized for cancelling or rescheduling. And, using StarChapter Pay, the board continues to easily manage those cancelations, changes and refunds.

Communicating

At the height of the pandemic, the chapter did reschedule a few events. Letting attendees know about those last-minute changes wasn't an issue, according to Wayne; they relied on the StarChapter AMS to help contact attendees and let them know about the postponements.

Georgia Chapter, ACI actively communicates to members and potential members using many of the StarChapter AMS tools. This level of regular communication helped keep the chapter top of mind and provided value to members and potential members. They use StarChapter to help with monthly email blasts, and their chapter administrator uses it to send out meeting recaps, announcements, calendar updates, articles, member news, any other sister association news, etc. It also helps them better maintain and manage member lists and member/potential member contact information.

Collaboration with other chapters

Wayne says that there was a time during the pandemic that attendance at their monthly luncheons wasn't that strong; but they stayed the course and continued to hold them "and members seemed to respect that." They made it a point to provide quality tech presentations and speakers, and members started to return.



To promote the value of ACI to their members and potential members as well as members of other local organizations, Georgia Chapter, ACI works closely with other local organizations. They hold joint events, like with the Georgia chapter of ICRI, the International Concrete Repair Institute, for example. They also promote each other's events and share member lists. StarChapter makes strong collaboration simple, Wayne says – especially for meeting set up and registration.

Member Renewals/Retention

Georgia Chapter, ACI uses StarChapter to manage member renewals; renewal reminders are set to go out automatically and include a direct link to renew. Members don't have to worry about anything; the chapter and StarChapter make it easy for everyone.

StarChapter AMS helps chapters hold on to members

As you can see from the success of Georgia Chapter, ACI, a pandemic or another disruptive event doesn't have to be the end of a chapter. Using an AMS like StarChapter can provide the structure you need to better address the needs of your board as well as members and guests, to hold on to existing members and bring in new ones.

