

# NEW MEMBERS

## STEP 1: IDENTIFY TRENDS - INCREASING, DECREASING, FLAT

Look at how many new members joined year over year

Worksheet	# of Members	Variance
[ ] Members		
[ ] Members		
[ ] Members		
[ ] Members		

## STEP 2: WHY DO PEOPLE JOIN?

Survey your new members to find out why they joined

- Education and/or CE credits
- Credibility in industry
- Keep on top of current trends/news
- Networking opportunities
- Giving back to the industry/profession

## STEP 3: ONBOARDING NEW MEMBERS

### 30 Day Plan:

- Send welcome letter/ email/phone call
- Send membership information
- Send chapter information and benefits of being part of the chapter
- Send link to register for upcoming events

### 60 Day Plan:

- Checking in email/ phone call
- Survey to see if the chapter is meeting their needs

### 90 Day Plan:

- Ask to join committees
- Survey to gauge volunteer interest