

Chapter Membership Plan 2013-2014

The chapter membership plan is to implement as many of the activities as possible in membership goals 1 and 2 of the AGA 2012-2013 Chapter Recognition Program (CRP) guide book, pages 14 & 15. The first chapter goal is from CRP Section I Chapter Leadership, Planning and Participation, Goal 2, activity E, page 6. (*The AGA 2013-2014 CRP guide book was later created 7-9-2013 (4:41 p.m. CST); discovered on AGA website 7-10-2013. We may revise this plan based on the new guide book.*)

Chapter Goal 1 (activity I.2.E. on CRP page 6): Submit Chapter Membership Plan.

Membership Plan submitted to RVP, SVPRS and National Office by July 15 – 200 credits.

Chapter Goal 2 (CRP Goal 1 on page 14): Actively Recruit New Members.

- A. Make One on One Contact – Personally invite prospective members to chapter events – 100 credits per month.
- B. Create Incentive Program and/or Emulate the National Get-A-Member campaign. Incentives can include free monthly meals for sponsoring members, cash rewards, logo merchandise and gift cards – 300 credits per campaign.
- C. Mailings or other recruitment of CGFM nonmembers, former members, and/or nonmembers that attended national, regional or local conferences and events in your chapter geographic area (get names from National) – 200 credits per recruitment effort.
- D. Involve Government Leaders. Send a special invitation to the heads of federal, state and local accounting and auditing offices to become members and/or speak at chapter events – 100 credits per outreach.
- E. Participate in the Recruitment Scholarship Program by requesting recruitment funds from National (be sure to report back what the funds were used for so that we can share with all chapters) – 200 credits.
- F. Play the AGA Video at a chapter meeting – 50 credits per meeting.
- G. Other recruitment activities– 100 credits per activity. Please describe recruitment activity in the drop down menu so that ideas can be shared with other chapters.
- H. Be sure to have someone assigned to ‘man’ a chapter table at each event/meeting – have membership recruitment materials displayed (order these from National) – 100 credits per meeting/event.
- I. Chapter experiences an overall growth for the program year (this is calculated by using the May 1st balance and the ending year April 30th balance found on the monthly Chapter Statistical Report in Members Only) – 300 credits.
- J. Submit recruitment best practices to the National AGA Members Only Site – 100 credits per submission.

Chapter Goal 3 (CRP Goal 2 on page 15): Retain Current Members.

- A. Develop and implement an annual or biennial Chapter membership satisfaction survey – 200 credits.
 - i.) Share results with Regional Membership Coordinator, RVP, SVPRS and National Office – 100 additional credits.
- B. Contact members at annual renewal time and encourage their renewal. Get ½ or more of the chapter’s April 1st balance of members who have not yet renewed to renew before May 31st (be mindful of first and second year members – they have the highest drop off rate) – 200 credits.
- C. Chapter members make personal calls to suspended members (25 credits per re-instatement).
- D. Monthly welcome letters/emails or calls to new members – tell them dates and times of chapter events, welcome aboard, etc. – 100 credits per month contact(s) are made.
- E. Provide information about current chapter members, especially new members, people love to see their name in print – 100 credits per month published.
- F. Conduct a New Member Orientation prior to a regularly scheduled meeting a couple of times a year – be sure to convey the benefits of membership and how to get involved – 100 credits per meeting.
- G. Be sure to have chapter officers welcome all participants at each meeting/event (recognize new members with special ribbons) – 100 credits per meeting/event.
- H. Hold at least one free event each year – could be an annual holiday party or host an audio conference – 100 credits per event.