

## Chapter Membership Plan 2006-2007

The Chapter Recognition Program (CRP) contains four membership goals: (1) base growth; (2) member recruitment; (3) retention; and (4) participate in membership recruitment and retention programs. The national office awards credit for the first three goals without chapter input. The chapter claims credit for activities listed in the fourth goal. Our chapter goals follow four goals in the CRP manual.

**(1) Base Growth:** National Office awards based on results of goals two and three.

**(2) Membership Recruitment:** To recruit new members, we will try to:

- a. Encourage members to network and promote AGA to non-members to encourage them to join,
- b. Publish newsletter articles emphasizing the benefits of recruiting new members,
- c. Promote AGA national membership recruitment campaign in our chapter newsletter,
- d. Analyze our membership statistics and publish results so we know where to emphasize recruiting.
- e. Recruit more members from local government: Dane County, City of Madison and surrounding cities,
- f. Recruit more members from state agencies where we have no members or very few members,
- g. Recruit more members from Federal agencies in the Madison area,
- h. Recruit more members from the university community,
- i. Recruit more members from accounting firms,
- j. Recruit more members in the Milwaukee area,
- k. Send e-mails or letters or call agencies which have potential members who might want to join AGA,
- l. Acknowledge accomplishments of non-members, such as those receiving awards from other organizations or making significant contributions to government accountability,
- m. Network with other professional organizations making AGA known to them,
- n. Publicize chapter activities to the community to create greater awareness of AGA, through such means as a local newspaper's free website, [www.communities.madison.com](http://www.communities.madison.com) for community organizations.
- o. Continue to offer new members' first luncheon meeting free.

**(3) Retention:** To retain members, we will try to:

- a. Offer interesting luncheon meetings, an annual spring symposium, and other educational, community service, and social activities intended to make their membership meaningful and satisfying to them,
- b. Contact renewing members to thank them for their renewal, ask for suggestions on how to improve our chapter, and encourage them to participate in chapter events,
- c. Contact suspended members to remind them that they have not renewed their membership, ask if they intend to renew, and if not, what the reason is,
- d. Recruit members to help on the membership committee,
- e. Offer certificates of recognition for members who participate in chapter activities,
- f. Publish monthly profiles of chapter members,
- g. Find out accomplishments of members for announcement in the newsletter,
- h. Publish occasional chapter history articles.

**(4) Participate in membership recruitment and retention programs:** We will participate in membership recruitment and retention programs as described in CRP membership goal four.

- a. Implement a chapter member survey (200 credits) and share with membership RC, RVP, SVPRS and HQ (100 credits).
- b. Encourage members to renew at annual renewal time (500 credits if half of April 1 non-renewed members renew).
- c. Contact suspended members (25 credits per reinstatement).
- d. Welcome new members (25 credits per contact).
- e. Publish information about members in newsletter or website (25 credits per month).
- f. Post or submit member accomplishments to national members only website (25 per submission).
- g. Invite prospective members to chapter events (25 credit per month).
- h. Attend conferences, seminars, and fairs to promote membership (100 credits per event).
- i. Emulate or participate in national membership campaigns (25 per campaign).
- j. Mailings or recruitment of CGFM nonmembers, former members or event attendees (25 per recruitment effort).
- k. Other recruitment or retention efforts to be determined (25 credits per activity).

Chapter Membership Chair:

David Mellem, CGFM, [dmellem@oig.hhs.gov](mailto:dmellem@oig.hhs.gov), 608-264-5415 ext. 25

Chapter President:

Eric Busse, [eric.busse@dpi.state.wi.us](mailto:eric.busse@dpi.state.wi.us), 608-267-9199