



Cardiovascular Team

MEMBER SECTION



Member Recruitment Strategies

- Start a Member-Get-A Member Recruitment Campaign and offer additional incentives, e.g. chapter dues credit
- Encourage members to bring a guest to local chapter meetings
- Reward members who recruit new members or guests at your chapter
- Plan follow-up contacts with guests and non-renewing members in a timely manner
- Welcome new members/guests at the door
- Develop and distribute a local membership directory
- Get members involved in chapter activities, e.g. chapter meeting planning committee, etc.
- Use nametags at meetings
- Develop carpooling and/or room sharing networks for local and national ACC meetings
- Develop a chapter newsletter to increase your visibility
- Publicize chapter events in the CVT Section's monthly eNewsletter and LinkedIn pages
- Award door prizes at local meetings
- Display chapter posters in practice/hospital break rooms
- Work with Governor and Chapter Executive to plan two annual recruitment drives per year