Member Retention Strategies

• Develop a new member mentoring/buddy program for local events

• Establish an awards program to recognize the member volunteers of your chapter

• Send a brochure flyer that outlines all the benefits of membership that can be emailed to your constituent members (see the CVT Membership Benefits Slide in the liaison toolkit).

• Remind members of the benefits of ACC membership at least once a year via your chapter eNewsletter, and discuss benefits at chapter meetings

• Set growth goals and tell your members how they can help. Initial goal could be to retain current membership and recruit former members to re-join.

• Conduct a phone-a-thon recruitment/retention drive once a year

• Establish a program to engage “at-risk” members (those who are in danger of being dropped due to non-renewal)

• Recognize new members at meetings and in eNewsletters

• Develop a new member survey to determine needs and expectations annually or biannually

• Develop exit survey to determine why people leave

• Recognize member anniversaries (5 year, 10 year, etc.)

• Invite every member to serve on a committee

• Keep accurate, organized membership records

• Host an annual reception/networking event for new members annually

• Call or send a postcard to new members after six months asking “How’s it going?”

• Offer a new member orientation program annually during your chapter meeting. This could be coupled with a networking event.