



# Cardiovascular Team

MEMBER SECTION



## 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.