



Cardiovascular Team

MEMBER SECTION



Retaining Members

Demonstrate Value from Day One and Don't Stop

Members need to recognize the value of their CVT Membership from the first day they join. That value needs to be reinforced with veteran members throughout the year. Below are some ideas to help your chapter make a solid connection with new CVT Members, and then stay connected.

When a new member joins, e-mail congratulations from a chapter leader within a month!

This shows the new member he or she is valued by the organization; emphasizes that the new member is an individual; illustrates the organization's ability to respond and follow up quickly; overcomes the break in communication that occurs between the time someone joins and the organization makes its first contact; and alerts the new member to expect a new member information package. The message can be as simple as:

"Congratulations! I just learned that your company joined our chapter this month. You just made a great investment in the future of your practice, and I hope you receive as much value from your membership as I've received from mine. Your new member packet should arrive in your mailbox soon. Please don't hesitate to contact me if you have any questions. Welcome to the ACC and the <<your chapter>> Chapter! I look forward to meeting you at our next meeting on <<date>>."

Jane Doe, PA, AACC, CVT State Liaison, <<Your State>> Chapter"

Include networking tips in your newsletter or new member packet

Many ACC members cite networking opportunities as the most valuable member benefit. You can help new members get the most out of these opportunities by getting them started with an effective networking checklist. Tips can include: Bring plenty of business cards; when exchanging business cards, always make a note on the back of the other person's card to help remember what you discussed, etc. You can also include information on how meeting registration is handled, the appropriate dress, what to expect at the meeting/function, etc.

Establish a member mentoring plan

Partner new members with current members who will serve as their mentors during the first year of membership. This system ensures new members have the best membership experience possible and keeps the mentor involved and connected with your chapter.