

AGA Nashville Chapter Membership Committee Plan for 2011- 2012

Eugene Hampton and Valerie Oliver, Co-Chairs

New Member Recruitment - National Goal - 37 members

(We already have 2 new members this chapter year!)

- Use a brochure with details about the Nashville Chapter as a promotional tool. A focus in this brochure is that AGA is not just for accountants; it is for anyone in government accountability fields, including information systems, academics, analysts, etc.
- Allow first-time guests of chapter members to attend a monthly chapter luncheon meeting for free. (The Meetings and Attendance Committee will maintain the cumulative list of guests, as guests are eligible only once.) Have each member introduce his/her guest(s) at the meeting.
- Make membership applications available at the monthly meetings.
- Follow-up with the guests who attend to encourage them to join.
- Send a welcome letter to all new members from the Chapter President and encourage all new members to sign up on the listserv to receive e-mail transmissions from the chapter about chapter news and activities.
- Provide a certificate for a free luncheon to new members.
- Introduce new members at monthly meetings.
- Announce new members in the newsletter.

Sponsor Incentives

- Members who sponsor two new members will receive a certificate for a free luncheon.
- Incentive Campaigns
The member who sponsors the most new members from May through October will receive \$100. In the event of a tie, we will hold a drawing. In addition, for the other sponsors, we will hold a drawing for a \$50 prize. Members' names will be in the drawing for each new member sponsored, and the winner of the \$100 prize is not eligible for this drawing. We will conduct the same sponsorship campaign for November through April.
- The chapter will participate in all National New Member Campaigns during the year.
- Other incentives may be developed during the year dependent on budgeted funds.

Retention of Members - National Goal - 90%

- Provide updated suspended lists to the Chapter Executive Committee members and committee leaders and ask them to encourage renewal by making contact via e-mail, phone, and/or letters to the suspended members. The Membership Committee will keep track of contacts made and outcomes and report to the National Office.
- Award active member points for participation in various chapter activities. (The Awards Committee records the points and accumulates by member.) Members who earn at least 30 points and pay their dues by the March 31 deadline will be reimbursed \$45 of their regular membership dues. This applies to all members classified as full members.
- Offer an incentive drawing for all AGA members that pay their dues by March 31. The committee proposes four \$25 awards to be awarded at the annual Awards Luncheon.
- Research the possibility of obtaining AGA Nashville Chapter shirts and develop a methodology for sale and/or distribution. We may look into purchasing shirts for all new members that join during the year.

Educational Assistance

Because providing educational events to members is a chapter priority and because many members face greater difficulty during this time in being able to attend events such as the Winter Seminar, the Membership Committee has developed a scholarship program to assist current and/or new members in attending chapter educational events.

Other

- Analyze monthly membership reports and rosters for trends, errors, corrections, etc.
- Work with other chapter committees as needed with activities to encourage member recruitment and retention.