

Nashville Chapter AGA
Membership Committee
Annual Plan 2009-2010

New Member Recruitment – National Goal – 38 members

- Develop a brochure with details about the Nashville Chapter to use as a promotional tool. A focus in this brochure will be that AGA is not just for accountants, but is for anyone in government accountability fields, including information systems, academics, analysts, etc.
- Send all new members an e-mail with a welcome letter from the Chapter president and encourage all to sign up on the listserv.
- Any first time guest can attend a monthly chapter luncheon for free. Meetings and attendance committee will maintain the cumulative list of guests, as guests are eligible only once.
- New members will receive a certificate for a free luncheon.

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 between May and October will receive \$100. In the event of a tie, a drawing will be held. In addition, for the other sponsors, a drawing will be held for a \$50 prize. Members' names will be in the drawing for each new member sponsored. The winner of the \$100 prize is not eligible for this drawing. The same campaign will be conducted for November through April.

Other incentives may be developed through the year dependent on budgeted funds.

Retention of Members - National Goal 90%

- The Chapter Executive Committee members and committee leaders will be given updated suspended lists to encourage renewal by making contact via e-mail, phone and/or letters to the suspended members. The committee will keep track of contact made and outcomes.
- We will award active member points for participation in chapter activities. Those earning 30 points will be reimbursed \$45 of their regular membership dues. This applies to members classified as full members.
- Offer incentive drawing for all AGA members that pay their dues by March 31. The committee proposes four \$25 awards.
- The committee will research obtaining Nashville Chapter AGA shirts and a methodology for sale and/or distribution.

Educational Assistance – Because providing educational events to members is a priority of the Chapter, and because many members face greater difficulty during this time in being able to attend events such as the winter seminar, a program will be developed to assist current and/or new members in attending chapter educational events.

Other

The committee will work with other chapter committees as needed with activities to encourage recruitment and retention.