

## **MEMBERSHIP COMMITTEE STRATEGIC PLAN**

Goal: Attract and retain a diverse and growing membership.

Strategies:

- Develop and implement a membership recruitment and retention plan annually.
- Seek input from both Chapter members and the government financial management community to assess and/or enhance the value of Chapter membership.
- Promote the value of Chapter membership to heads of various governmental departments and agencies.
- Provide membership incentives to attract and retain a diverse and growing membership.
- Review existing recruitment tools and approaches, and enhance them as necessary.
- Welcome all new members by contacting and promoting active participation within the organization.

Indicators:

- Submit annual plan by August 30.
- Maintain a 90% retention rate.
- Increase chapter membership by 10% annually.
- Increased member participation in Chapter activities.

Nashville Chapter AGA  
Membership Committee  
Annual Plan 2008-2009

**New Member Recruitment**

- Efforts to recruit new members will include a letter writing campaign to Commissioners and Executive Directors promoting AGA and the benefits it can provide for employees.
- Research availability of listings that include CPA firms that perform government audits and include these firms in new member recruitment activities.
- Send all new members an e-mail and encourage all to sign up on the listserv.
- Any first time guest will receive a free luncheon.
- Host pizza parties for prospective members.

**Sponsor Incentives**

- We will award a free luncheon certificate to members for sponsoring new members.
- At year-end, a drawing will be held for all sponsors that recruited new members. Two members will be awarded cash prizes. Other prizes may also be included if we can obtain donations.

**Retention of Members**

- The Chapter Executive Committee members will be given updated suspended lists to encourage retention by making contact via e-mail, phone and/or letters to the suspended members.
- Offer incentive drawing for all AGA members that pay their dues by March 31.
- We will award active member points for participation in chapter activities. Those earning 30 points will be reimbursed \$45 of their regular membership dues.