

Membership Breakout Session

Friday, 1/8/2010

“Take-aways”

- Verify zip codes for your chapter and check against “at-large” list provided by SHRM to make sure you are reaching all potential chapter members.
- Take advantage of FREE marketing materials through SHRM and use at chapter meetings for SHRM membership drives.
- Be diligent about reconciling rosters (local against SHRM roster) – recommend reconciling every month or at least every other month to maintain accuracy
- Access database
- Retain members by engaging them in chapter activities and leadership positions.
- Make visitors and potential members feel welcome
- Develop a chapter membership plan. Think strategically. Focus on HR learning in your chapter. Consider linking to Linked-In, Facebook, Twitter, or other sites for identifying and recruiting prospective new members.
- Develop New Member Orientation Program. Include packet with President’s letter, follow-up, hold a luncheon or other social event. Remind members of benefits; support them; offer study courses; have meetings certified.