

Elements of a Simple Membership Strategy

1. Review of your current situation (should be done internally and externally)
 - Strengths
 - Weakness
 - Evaluate your opportunities
 - Evaluate your threats
2. Set a Goals
 - State Annual Goal
 - Estimate Annual Membership Loss
 - State Total New Members Needed
3. Develop strategies to achieve your goals
 - Develop a team
 - Develop the methods
 - Create events
 - Set timelines to accomplish objectives
 - Develop tracking system
4. Communication
 - How/When are you going to communicate the plan to Leadership
 - How/When are you going to communicate the plan to Membership
5. Immersion
 - Assign member involvement and participation roles
 - Train members
6. Refocus
 - Schedule review sessions with the committee