



Expanding Membership in Your Chapter

Kelly Brantner
March 6, 2010

Objectives



- Review program areas
- Strategies to increase membership at events
- Success stories & new ideas
- Questions and wrap up

WSUAA Program Areas

<p>CONNECTIONS Social Gatherings, Sport Related Events, Cultural Activities</p>	<p>CAREER & LIFE NETWORKING Career Programming, Life Networking, Life-long Learning</p>
<p>COMMUNITY SERVICE & ADVOCACY Community Service, Student Recruitment, Legislative Advocacy</p>	<p>SCHOLARSHIP & MEMBERSHIP DEVELOPMENT Scholarship and WSUAA Membership</p>

The Golden Rule for Increasing Membership:

Develop your plan for recruiting new members during your event when you first start planning the event!



Strategies



Designate someone to ask non-members to join

- Choose someone that is comfortable with this task!
- Number three reason why people say they haven't joined: they weren't asked



Strategies

Discount on event registration with current membership

- Build into price of event
- Decreases the perceived cost of membership
- Hopefully increases the number of events they attend in the future



Strategies

Door prizes only given to members

- Can use membership cards as the ticket
- OR

Special door prize only for new members that sign up during the event



Strategies



- Talk about volunteer opportunities
- Many Cougs love the idea of volunteering, but they don't know they can volunteer with the WSUAA

Strategies

Ask people to join

- Talk about why you are a member
- Find out what they are interested in—
the WSUAA has something to offer all
Cougs



Success Stories and New Ideas

- What have you done at an event that resulted in new members?
- What would you like to try at an upcoming event to get new members?



Thank you!