Attracting Members & Volunteers

Mid-Atlantic & Southeast District
Quick Start
January 8, 2021
Priority Focus: Membership

• Board responsibility – not just membership chair!
• Be intentional
• Provide value
• Serve current members
• Prospect and recruit new members
• Onboard new members
MEMBERSHIP
FOUNDATIONAL TACTICS
Current Members

• Understand their expectations and needs
• Communicate regularly
• Offer quality programming
• Help build community
• Use National membership reports
• Recognize and thank members
• What else?
Prospective Members

- Use National promotions
- Connect with National members who are not chapter members
- Ask board members to ID prospects
- Follow up with non-members who participate in your events
- Develop recruitment tools/use National resources
- What else?
New Members

• Welcome them personally
• Welcome them publicly
• Help them engage with PRSA National resources
• Help them engage with the chapter
• What else?
PRIORITY FOCUS:
VOLUNTEERS
Volunteer Recruitment Foundational Tactics

• Align your volunteer needs with activities
• Create multiple types of volunteer roles
• Create position descriptions
• Make personal asks
• ID and tap into a member’s “why”
• Involve PRSSA students
• Recognize and thank volunteers
• What else?