

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?