Sample Membership Plan of Action

Goal: Increase membership
Objective: Meet or exceed new and renewal membership goal set by FAIFA and NAIFA by June 30, 2004
Action Plan: See below a sample action plan for membership chairs

August 2003

Planning:
1. Work with President to appoint a membership committee of (number of members in local: Under 100, 2-4- members; 101-499, 7-10 members; 500+, 10 members)
2. Meet with Board and ask each to commit to recruiting at least 3 new members this year.
3. Meet with Board to establish specific goals and objectives for the year, and get approval and buy in of specific plan of action for the year.
4. Hold membership committee meeting to review committee goals; set goals for number of new members each committee member should recruit; appoint committee members to call lapsed members each month; brainstorm for new ways to identify prospective members; identify agency managers to contact about agency presentations; review NAIFA and FAIFA membership resource materials, identify target markets for prospects, i.e. multiline, and make sure plan is in place for monthly renewal and recruitment campaign.

To Do:
1. Set appointment for and make at least two agency presentations.
2. Discuss the local publication and meeting schedule with the local exec/and or PR chair to establish calendar for promoting membership.
3. Ensure that new member applications and renewals are sent to state and national immediately upon receipt.
4. Review lapsed list and ensure that all former members are called and encouraged to renew.

September 2003 – June 2004

To Do:
1. At local general meeting:
   - Review goals and progress thus far.
   - Promote FAIFA Share the Wealth membership contest.
   - Ask for additional membership committee volunteers if needed.
   - Make sure new members are introduced and made to feel welcome
   - Recognize new member sponsors
   - Promote “Each One Recruit One”
2. Place article on editorial in newsletter about the value of membership and recognize new members and their sponsors
3. Set appointment for and make at least two agency presentations.
4. Ensure that new member applications and renewals are sent to state and national immediately upon receipt.
5. Review lapsed list and ensure that all former members are called and encouraged to renew.
6. Hold membership committee meeting monthly or semi-monthly to ensure that all committee members have completed their appointed tasks and review membership totals to date. Target groups of prospects and develop plan for inviting them to join, implement.
7. At Board meeting, report on goals and review membership scoreboard for progress so far. Remind Board members of their new member recruitment commitment.
8. Have someone on your committee call all new members in the first 2 to 3 months after they join. Statistics indicate that the year in which a member joins an association is the most crucial in determining whether they are satisfied and will continue to remain a member. The purpose of the calls would be to find out their level of satisfaction, develop a strategy to get them involved and deal with any concerns or problems.
9. Give new members sample new releases they can send to local papers announcing that they’ve just joined your association. Be sure to include information about your association, including your Web site address where you have an area detailing your benefits and a place they can join online.

Celebrate! By June 30, be at 100% of new member goal and 100% of renewal goal!!