Build a Stronger Association!

Membership Recruitment and Retention Tools to Help You Succeed
AAMA State/Chapter CMA (AAMA) Lists

Sign in and find member lists under the “My Account.”

Your role at the state or local level determines your access.

Access will be available to the following lists:
- Membership Roster: Current members
- Nonrenewing Members: Delinquent members
- Nonmember CMAs (AAMA): CMAs (AAMA) who never joined or haven’t renewed
- New CMAs (AAMA): Those who recently passed the CMA (AAMA) Exam (coming soon—by early 2019)
• Use the lists to help increase your membership.
• Market to existing members, as well as nonmember CMAs (AAMA).

► Within these lists you can do any of the following:
  ► Display a list of CMAs (AAMA).
  ► Export to Excel.
    ► You can then upload to mass email or print mailing labels.
  ► Request a list in label format from the AAMA.
View name, address, and email. Easily identify when members last paid their dues and when their dues expire.
- View the same information in Excel format with additional columns.
- Sort columns by city, zip code, or another specification.
Resources

- Find resources under the “Volunteers” menu item and “Marketer’s Center” dropdown tab.

- See the “Membership Recruitment and Retention” section for documents that can be used in your recruitment and networking efforts.

- Discover additional resources for students under “Student Membership Recruitment.”
  - Use these items to network with local medical assisting programs.
Recruit and Engage
New and Young Members
Why are they not joining?

- Three reasons young members don’t join:
  1. Don’t know about the organization.
  2. Don’t realize the organization is for them.
  3. Don’t see the value in being a member.

- Value trigger point
  - The point at which the member sees the value in being a member.
  - Determine what is that one benefit that attracts and brings the target population to the organization.

*Amanda Kaiser | SmooththePATH.net*
Reach out to members and nonmembers

Let them know you are there and our association is for them!

Use the member lists to reach out:
- Emails
- Personal phone calls
- Letters/postcards
- Social media

**Most Effective New Member Engagement Tactics**

- Emails: 63%
- Phone calls: 38%
- In-person events: 38%
- Welcome kit: 24%
- Online community: 19%
- Letters: 17%
- Social media: 8%
- Webinars: 8%
- Website welcome center: 7%
- Videos: 2%
Reach out, cont.

- Utilize your membership committee to engage with the members/nonmembers to attend meetings/education.
- Create a Welcome Committee - or have it be part of the Membership Committee
  - Welcome new members and help establish an immediate sense of belonging.
  - Ask newcomers where they work and what they do.
  - Introduce new members to a veteran member.
  - Observe new members throughout the event and work to enhance engagement.
- Making that personal connection with them will help them to be engaged
Observe members

- Observe members at events:
  - Are they there alone?
  - Are they interacting with others?
  - Are your members interacting with them?
  - What are their reactions to what is happening?
- Put yourself in their shoes—what do you see?
  - How are the members treating them?
  - How would you feel if you were that member?
- Use this information to determine what else you can do to recruit and retain your members.
Engage members

- Make sure they feel welcomed and that they bring value to the organization.
- Use a mentor/mentee program to help give them the resources to be successful in their career and future role within the organization.
- Ensure that long-term members are welcoming and see the value in new and innovative ideas.
- Have them volunteer and serve on committees—get them involved.
Engage student members

- Get students involved.
  - Have a student representative on your BOT—have them get other students involved.
- Offer a new member orientation program—explain:
  - Member benefits
  - How to recertify
  - How to renew membership.
- Add a 10-minute session to each of your meetings to go over these items—don’t assume everyone knows.
Smooth the Path

Summit Webinar 1
What You Need to Know to Attract & Engage Young Members
Presented by Amanda Kaiser
smooththePath.net

Wild Apricot Expert Webinar Series
Making Members Feel They Matter
Webinar Presenter: Allison Fine
Date: Wednesday, March 18th, 2015
Time: 2:00 PM ET

SmooththePath.net