

Build a Stronger Association!

Membership Recruitment and Retention
Tools to Help You Succeed

AAMA State/Chapter CMA (AAMA) Lists

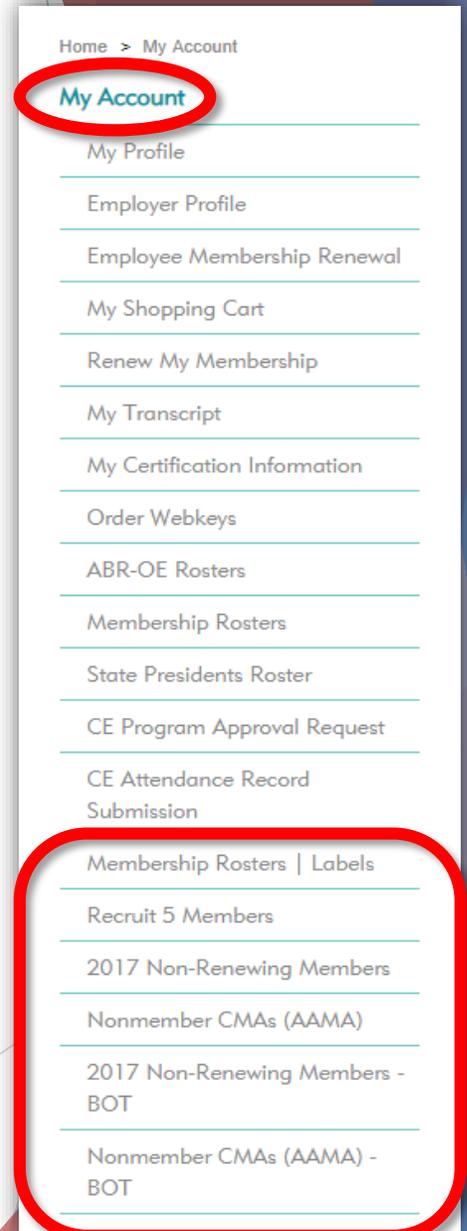


Sign in and find member lists under the “My Account.”

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).



The screenshot displays the AAMA website interface. At the top left is the AAMA logo, a stylized 'A' in red and grey. To its right is the text 'AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS®'. Below the logo is a navigation bar with four teal buttons: 'Medical Assisting', 'CMA (AAMA) Exam', 'Continuing Education', and 'Membership'. Underneath the navigation bar is a breadcrumb trail: 'Home > My Account > Membership Rosters | Labels'. The main heading is 'Membership Rosters and Labels'. Below this is a 'Select State or Chapter:' dropdown menu with 'OH027 West Central' selected. At the bottom of the section are three teal buttons: 'Display Members', 'Export to Excel', and 'Request Labels'.

- ▶ 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.

Home > My Account > Membership Rosters | Labels

Membership Rosters and Labels

Select State or Chapter:

OH027 West Central ▼

Display Members

Export to Excel

Request Labels

Total Members: 150

ID	Name	Chapter Name	Address	E-mail	Member Type	Last Dues Payment	Dues Paid Through	Chapter Locked
201093	[REDACTED]	OH027 West Central	[REDACTED] Lima, OH45805-2916	[REDACTED]@mercy.com	Active	11/13/2017	12/31/2018	<input type="checkbox"/>
184918	[REDACTED]	OH027 West Central	[REDACTED] Van Wert, OH45891-1121	[REDACTED]@gmail.com	Active	02/13/2018	12/31/2018	<input type="checkbox"/>
410794	[REDACTED]	OH027 West Central	[REDACTED] OH45806-1332	[REDACTED]@gmail.com	Active	10/11/2017	12/31/2018	<input type="checkbox"/>

- ▶ View the same information in Excel format with additional columns.
- ▶ Sort columns by city, zip code, or another specification.

1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
ID	Name	FirstName	middleName	LastName	Suffix	Designation	NonAAMACredentials	ChapterName	PreferredAddressLine1	PreferredAddressLine2	PreferredCity	PreferredState	PreferredZipCode	Email	
2	201093					CMA (AAMA)		OH027 West Central			Lima	OH	45805-2916		
3	184918					CMA (AAMA)		OH027 West Central			Van Wert	OH	45891-1121		
4	410794					CMA (AAMA)		OH027 West Central			Lima	OH	45806-1332		
5	292221					CMA (AAMA)		OH027 West Central			Delphos	OH	45833-1066		
6	283434					CMA (AAMA)		OH027 West Central			Findlay	OH	45840-1940		
7	527267					CMA (AAMA)		OH027 West Central			10 Bluffton	OH	45817-9521		
8	527265					CMA (AAMA)		OH027 West Central			Bluffton	OH	45817-9521		
9	357903					CMA (AAMA)		OH027 West Central			Lima	OH	45806-1577		
10	117372					CMA (AAMA)	AHI	OH027 West Central		25	Rawson	OH	45881-9741		
11	142545					CMA (AAMA)		OH027 West Central			Van Wert	OH	45891-9212		
12	341057					CMA (AAMA)		OH027 West Central			Elida	OH	45807-8515		
13	336533					CMA (AAMA)		OH027 West Central			Delphos	OH	45833-8823		
14	166336					CMA (AAMA)		OH027 West Central		20	New Knoxville	OH	45871-0532		
15	417743					CMA (AAMA)		OH027 West Central			Harrod	OH	45850-9705		
16	269512					CMA (AAMA)		OH027 West Central			Maria Stein	OH	45860-9736		
17	270062					CMA (AAMA)		OH027 West Central			Bucyrus	OH	44820-8603		
18	346262					CMA (AAMA)		OH027 West Central			Marion	OH	43302-8927		
19	108892					CMA (AAMA)		OH027 West Central			Bellefontaine	OH	43311-9216		
20	337522					CMA (AAMA)		OH027 West Central			Marion	OH	43302-9604		
21	489603	Melissa Catherine	Melissa	Catherine		CMA (AAMA)		OH027 West Central	1460 Beeler Rd		Lima	OH	45805-2916	melissac@buckeye.edu	

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.



Membership Recruitment and Retention

- [Membership Matters](#) 
(PowerPoint presentation for speakers)
- [10 Steps to Online Meetings](#) 
- [Membership Manual](#) 
- [Membership Enrollment Form](#) 
- [Nonrenewing Member Sample Letter and Survey](#) 
- [Never Member Sample Letter and Survey](#) 
- [Membership Recruitment and Retention Tips](#) 
- [Market with a Splash!](#) 
- ["Keep Members Coming Back"](#)  by Cathy Cassata (Nov/Dec 2003 *CMA Today*)
- ["Recruiting for the Future"](#)  by Cathy Cassata (May/Jun 2003 *CMA Today*)

Student Membership Recruitment

- [Guidelines for Medical Assisting Student Groups](#) 
- [Membership Enrollment Form](#) 
- [Student Membership Brochure](#) 
- [Student Ambassador Project](#) 
- [Sample Letter to Program Directors](#) 



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.

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



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.

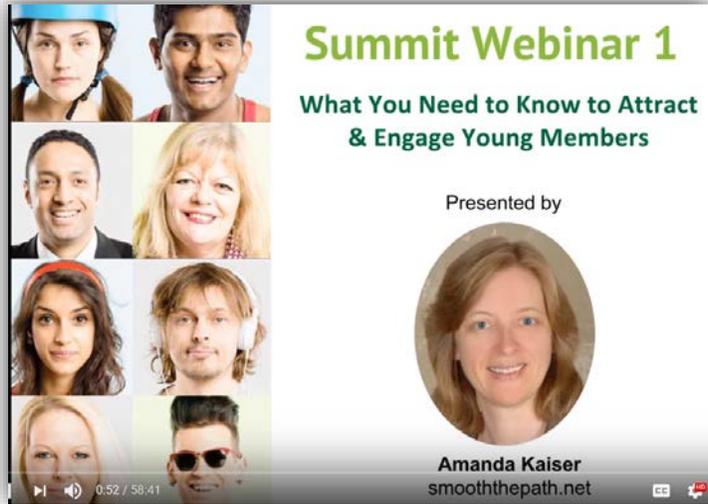
Engage members

- ▶ 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.

▶ <https://youtu.be/Kl6R92zxLic>



Summit Webinar 1
What You Need to Know to Attract & Engage Young Members

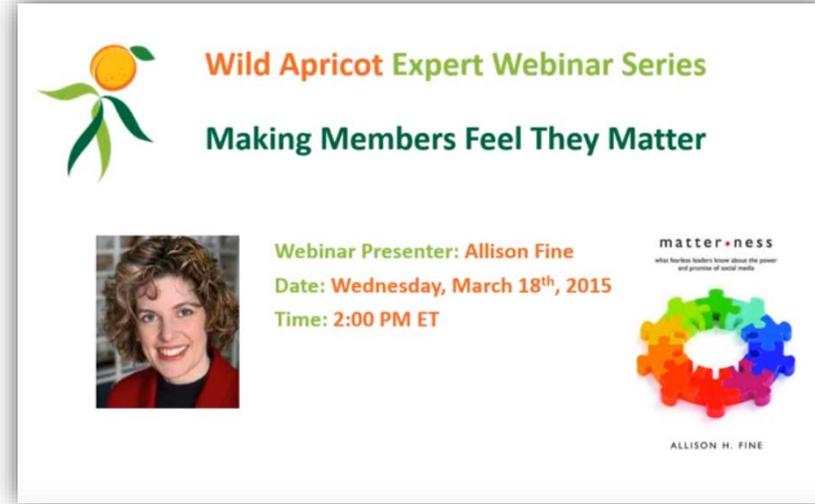
Presented by



Amanda Kaiser
smooththepath.net

0:52 / 58:41

https://youtu.be/uZ6f_hfv_nw



Wild Apricot Expert Webinar Series
Making Members Feel They Matter



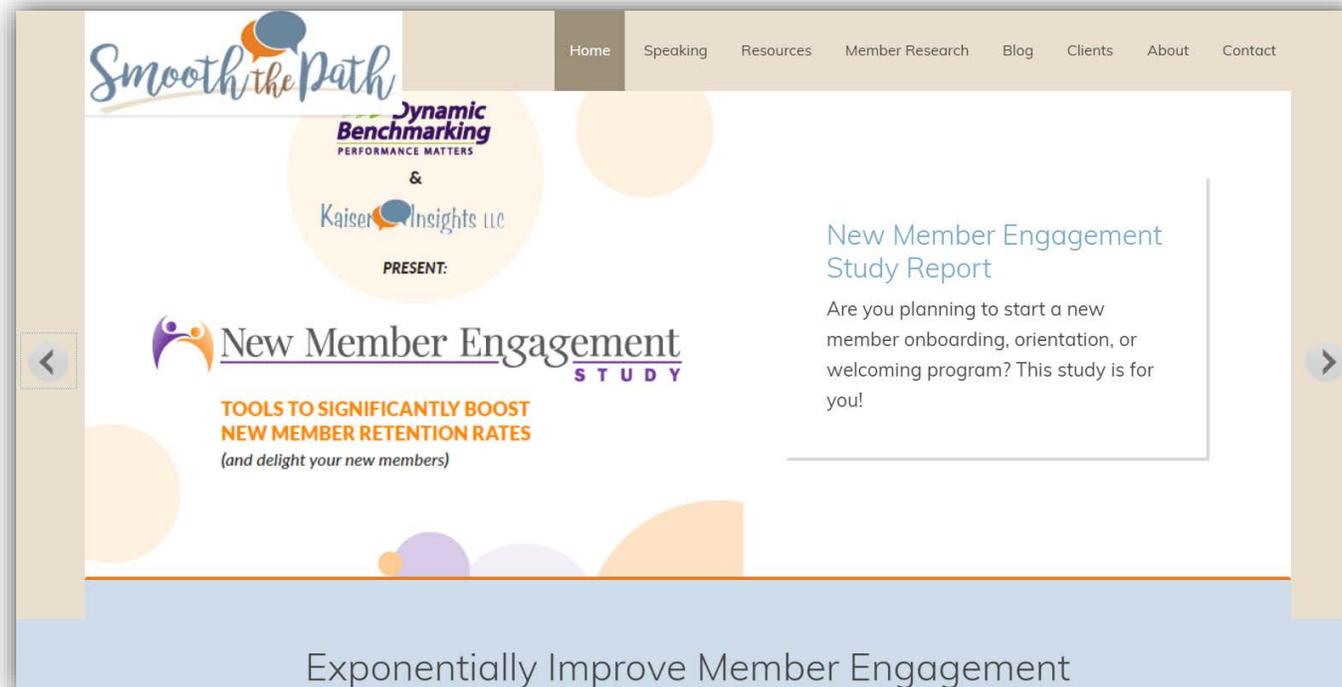
Webinar Presenter: Allison Fine
Date: Wednesday, March 18th, 2015
Time: 2:00 PM ET

matter+ness
what leaders know about the power and promise of social media



ALLISON H. FINE

▶ Smooththepath.net



Smooth the Path

Home Speaking Resources Member Research Blog Clients About Contact

Dynamic Benchmarking
PERFORMANCE MATTERS

&

Kaiser Insights LLC

PRESENT:

New Member Engagement STUDY

TOOLS TO SIGNIFICANTLY BOOST NEW MEMBER RETENTION RATES
(and delight your new members)

New Member Engagement Study Report

Are you planning to start a new member onboarding, orientation, or welcoming program? This study is for you!

Exponentially Improve Member Engagement