



AMERICAN SOCIETY OF PROFESSIONAL ESTIMATORS

MEMBERSHIP RETENTION- Ready-Set-Grow

OBJECTIVES

1. To perpetuate the life of the Chapter.
2. Keep members enthusiastic about the Chapter and about ASPE.
3. Enhance communications among the members.

GENERAL OVERVIEW/COMMENTS

Membership retention is one of the biggest jobs that a Chapter has to do. It is an effort that begins when a person joins the organization and lasts throughout the life of their membership. Retention involves continually providing benefits, communicating those benefits and meeting and exceeding expectations.

DETAILS/PROCEDURES

1. The retention effort begins when a new member joins. Call, write or email your new members to welcome them to ASPE and your Chapter. Let them know about upcoming local events and remind them to visit the Members Only section of www.aspenational.org for valuable ASPE information. Share tips with them on how to make the most of their ASPE membership.
2. Develop a membership retention plan that will work for your Chapter and stick to it. Set goals, determine your initiatives, and determine accountability (who does what and when) and put in place reporting method to assure success.
3. Communicate with members frequently with personal phone calls and email messages reiterating all of the benefits of being an ASPE member. Newsletters, the Chapter web site and postcards are all good methods of communication.
4. Invite members to volunteer. Get lots of members involved by asking them to volunteer for small tasks or breaking large tasks into several smaller ones. A member who has made an investment of their time is more likely to renew. Don't forget to recognize members for their volunteer efforts. Consider holding a volunteer recognition event each year. Let your volunteers know how much you appreciate them and let the Chapter members know how much work the volunteers do. This contributes to the (accurate) perception of a dynamic Chapter that people want to be involved in.



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5. Begin your renewal efforts early. Be persistent with your follow up. Following are recommended billing procedures:
 - a. Send a cover letter that recaps for the member what your Chapter has done during the year. The letter should also include a list of ASPE membership benefits.
 - b. Sixty days before the membership expiration date, SBO will send the renewal notice and a cover letter. Include more promotional information on ASPE and the Chapter. A list of upcoming events and Chapter benefits that they will miss if they do not renew.
 - c. Forty-five days before expiration, SBO will send the second notice. Make sure that “Second Notice” appears on the invoice. Follow this notice up with a phone call. Find out if the member plans on renewing. If not, find out why not and if so, find out when they will be mailing the check. Remind them that you don’t want them to miss out on all of the benefits ASPE has to offer.
 - d. Fifteen days before expiration, SBO will send a final notice reminding them of the date that their membership will become inactive. Some Chapters have had success sending a copy of the page from the directory with the delinquent members listing stamped “Invalid”, or something similar with a short note.

HELPFUL HINTS.....

- Email can be used for reminders in between notices.
- A follow up survey to non-renewing members can provide a wealth of information on improving your programs and increasing retention rates.
- People respond to early renewal incentives and “extras”. Early renewals save valuable follow up time and money. Possibilities might be a complimentary Chapter meeting fee, complimentary Chapter t-shirt or other items, other incentives.