



North Pacific District call April 20, 2004

Membership Recruitment and Retention

Jennifer Ian,
Director, Member Services of PRSA

Themes and Messages

- Membership Development is Everybody's Business
- Retention and Recruitment – ROARR model
 - Recruitment & Member Orientation, Activation and Recognition, Retention
 - It costs 4-5 times as much to attract as to retain...
- First year members – treat with TLC – welcome!
- The Value of membership, benefits, communication
 - New: Career Tools
http://www.prsa.org/_Membership/benefits/careertool.pdf
- Chapter relations/communication, incentives
- Branding your Chapter
- Customer Service

Retention Initiatives

- Touch points for first year members: 3, 6 and 10 months
- Renewal process
- Chapter calls to members
- 90-day call program
- Surveys – new members, associate members, nonmembers
- New Professionals Affinity Group
- Appreciation – long term members (20+) – 3Q 04
- Email welcome – new applicants – by end summer '04
- Online renewal – end '04

Recruitment

- See Annual membership promotions calendar for dates
- Lead development via web membership contests, other initiatives
- Group membership offer (VA, Military, other)

Tools and Resources for Chapters

- Annual membership promotions calendar – promotion kits
- Weekly emailed Chapter reports – new, reinstated, dropped
- Handbooks
- Best Practices
- MemberNet Chapter Reports - on demand 24x7
- Kelly Albanese, Chapter/District Relationship Coordinator (see below)
- Chapter Dues Billing and Collection Service
- Leadership Rally June 4-5, Chapter Presidents-Elect, District/Section Chairs-Elect
- Membership listserv/e-community
- Quarterly membership calls

PRSA Member Services Contacts

- *Kelly Albanese*, Chapter/District Relationship Coordinator
Tel 212-460-1453 or email chapters@prsa.org

- *Rosa Paulsen*, Membership Manager
Tel 212-460-1490 or email membership@prsa.org
New member applications, other questions

- *Jackie Gonsalves*, Database Manager
Tel 212-460-1490 or Jackie.gonsalves@prsa.org
Chapter dues billing/reimbursement, quarterly dues billing for renewing members, chapter reports (also contact Kelly)

- *Jennifer Ian*, Director, Member Services
Tel 212-460-1434 or email Jennifer.ian@prsa.org