

Leveraging Your Value to Grow Membership

Identify Greatest
Membership Asset

Who Are You Trying to Reach? Pick
ONE Audience (exp: Lapsed,
Prospective, Students, etc)

CEC Resources We'll
Use

Connect Your Value to
Your Audience

We will use our...

.....

.....

.....

To Attract...

.....

by Highlighting...

How will we measure
Success?

.....

.....

.....

.....

.....

.....

.....

Membership Growth Through Programming

Before the Event How will we recruit?	During the Event How Will we engage?	After the Event How will we retain?
Ideas: • Member discount • Promo code • Join & Save • Targeted emails	Ideas: • New Member Reception • Networking • Volunteer opportunities	Ideas: • Follow-up • Renewal campaign • Committee invitation

Add It to Your Action Planning Calendar

Now that you've developed your membership growth strategy, identify the key actions your Component will take over the next 90 days and add them to your Action Planning Calendar.

- 30-Day Action: _____
- 60-Day Action: _____
- 90-Day Action: _____