

***Reach Out!* Retention Tips**

15 Ways to Keep Your Members

1. Send out a welcome package or communication to every new member.
2. Approach new members about serving as a volunteer ASAP on a committee or in another capacity. Volunteers renew!
3. Give special ribbons to new members at chapter events.
4. Develop a buddy system by providing each new member with a personal contact person who can Reach Out to the new member and invite him or her to meetings, suggest ways to get more value out of their ASIS membership, or simply answer questions and address needs.
5. Hold new member receptions at events and announce new members at every meeting.
6. Contact new members regularly with ***Did You Know?*** e-mails that highlight a benefit or feature of ASIS membership.
7. Ask the new member if they would like to contribute an article or give a presentation at a chapter event.
8. Develop a member retention committee that has one goal—reaching out to new members during the first year.
9. Ask the chapter president to Reach Out at least once during the first year to all new members via telephone. Everyone feels special and appreciated when they are contacted by the president!
10. Coordinate timing of all ***Reach Out!*** efforts and marketing communications so that members are not overwhelmed.
11. Offer new members special discounts on any chapter events during the first year.
12. Establish an Idea Bank for all members to contribute suggestions on programs or activities that would be useful. New members are often chock full of ideas but if no one asks, the idea may never be communicated.
13. Always provide high-quality member service. Make sure that all members receive prompt and helpful responses to any inquiries.
14. Create a new member profile column and/or a membership highlights column in your chapter publication.
15. Do a quick survey of new members at the end of their first year asking for feedback and ideas.