



MEMBERSHIP RECRUITMENT/RETENTION TOOLS

OVERCOMING OBJECTIONS

How do you respond when a potential member does not understand the value of AFC? Their response to your overtures may net you negative feedback as to why they can not or have not joined. The following are some possible responses that you/membership team may find helpful.

“It cost too much and I can’t afford it.”

I understand what you are saying. The economy is affecting us all. However, I honestly don’t know how you can afford not to join. Can you afford not being informed during these economic times? AFC is advocating for both the college and system’s budgets. Those advocacy efforts were the reason why our budgets weren’t significantly reduced this year. Did you know that AFC’s advocacy efforts play a direct role in the funding allotted to all the colleges, which means it affects you and me in the funds available for the college to offer raises? You have access to the latest information regarding the legislative efforts of the AFC, the Council of Presidents and the Division of Florida Colleges. Lastly, keep in mind that the amount you pay for all that you receive in return is less than a cup of Starbucks coffee, a Coke, or those M&M’s you buy everyday. (Depending upon their salary) Please reconsider joining. We need you.

“I don’t have time.”

I understand. We’re all busy doing so much today. Often doing the job of two or more persons in our departments. I also understand that Life Happens! What we ask of you is for you to do what you can. If you can’t be an active member right now, you can still pay your membership dues. Your Dues Matter. Our membership numbers play an important role in the clout we’re able to utilize when we begin speaking to the legislature. We do need you locally too! You may not be able to make every chapter event/activity, but you may be able to make one a semester! Everyone matters, and we do need you. Please consider joining and knowing that you are helping the college, the system, and your future.

“AFC is for the career staff and not for faculty or administrators. It’s just not for me.”

You know - I think people feel that way who don’t know what we do and who do not really understand AFC’s value. Did you know that AFC is the only organization that advocates for all college employees? It doesn’t limit its lobbying to one specific group/classification of employees. We aren’t just for career staff or just for faculty. We fight the good fight for all of us. Did you know that many of the current college presidents were active AFC members prior to becoming Presidents? They utilized AFC for the professional development avenues and networking opportunities it provides to build their leadership skills and network. This is the organization for anyone who is ambitious, a lifelong learner, interested in improving their skills, and interested in building a network for their future. AFC, both locally and on the state level, is the organization that you want listed on your Curriculum Vitae. You can not afford not to be a member of AFC.

