

Membership Recruitment/Retention Tools



Email/Phone Call to Lapsed Members

DESCRIPTION: Each lapsed member receives a reminder email or phone call from the chapter membership committee.

PLAN: Soon after receiving the membership report from FACC Office, the membership committee contacts the lapsed member by email or phone. The member is made aware of the lapse and the convenient ways to renew: website, phone, etc.

BENEFIT: Easy way to retain lapsed members. Easy to implement/administer at the chapter level. The chapter improves retention rates and the member is retained.

COST: N/A



Sample script for phone calls being made to lapsed members.

Hi _____,

Your name appears on the list of lapsed members of the _____ Chapter of FACC.

Your membership is important to us. Membership strengthens the statewide organization, and our Chapter membership really counts when FACC is advocating on behalf of the community and state colleges to the legislature.

I hope you will re-join and consider becoming active in the Chapter. We continue to provide legislative updates, professional development opportunities for members, and community service opportunities both locally and statewide.

Have you been involved with any of your Commissions? (If not: Please consider coming back and participating in one of your selected Commissions. I know you won't regret it. (If yes: They would love to have you come back and work with them. The Chair _____ is very interested in growing the Commission and providing more professional development opportunities for its members. I have his/her contact information here for you, if you would like.)

_____, we would love for you to consider renewing your membership. Have you been to FACC website lately? There are many new features for members including the new on-line feature where you can renew and update your membership profile. The web address is www.facc.org. On the Menu on the left, under Membership, click on Renew Now.

Also on the website is a new photo gallery, a summary of this past legislative session's bills that passed and failed, and system and state news related items. The website has become a great benefit to members who want current and up-to-date information.

We would love to have you come back to FACC and the _____ Chapter. If I can provide you with any additional information or assistance, you can contact me at (phone number/email). Thank you!

Membership Recruitment/Retention Tools

Email/Phone Call to Potential Members

DESCRIPTION: Each potential member receives an email or phone call from the chapter membership committee.

PLAN: Soon after receiving a potential new member report from the College HR Department, the membership committee (led by the Membership Chair) contacts the potential new members by email or phone. The individual is made aware of the benefits of joining, and the convenient ways to join: on the website or with an application.

BENEFIT: Easy way to garner new members and make direct contact. Easy to implement/administer at the chapter level. The chapter improves its membership numbers.

COST: N/A



Sample script for phone calls being made to lapsed members.

Hi _____,

I am _____, a member of the _____ Chapter of the Florida Association of Community Colleges. I am contacting you to share with you information about FACC and to ask you to consider becoming a member.

Are you familiar with FACC? (if no: FACC is The Professional Association for community college employees. FACC is unique because FACC's members include Faculty, Career Staff, Administrators, Retirees, the College Presidents, and Part-time employees of the college. Everyone has a place in FACC. Most associations are designed to benefit a select set of people. Not FACC. We represent everyone! (if yes: What do you know about FACC? Let me share a little bit more with you – skip to the next paragraph)

FACC has over 8,000 members statewide. Every community and state college in the state is a member. Your membership in FACC would add to that number and increase our strength and power as the primary advocate for our system's colleges. We work in collaboration with the Division of Florida Colleges to tell our stories, lobby our issues, and voice our concerns with the state legislature. Membership really counts when FACC is advocating on issues related to college budget allocations, which effects pay raises/salaries and jobs.

While advocacy is a large component of what FACC does for its members, we are also one of the primary sources for professional development opportunities and a significant recognition avenue for our members. Through our Chapters, Commissions, and Regions, conferences are held throughout the year which allow members in similar positions at the 28 colleges to come together to share their best practices, innovative programs, and to develop new methods for handling system-wide problems.

The FACC network is vast! As professionals, we all want to develop and continue to hone our skills. Through FACC, you are provided with paths to assist you. Networks count. Knowing people and being able to call upon them when you need help, when you're looking for a job, or when you need to brainstorm about a solution is priceless.

I hope you will consider joining FACC and becoming active in our Chapter. The _____ Chapter provides legislative updates, professional development opportunities for our members through _____ and _____ (these are specific chapter activities you hold), and community service opportunities both locally and statewide.

Please consider becoming a member. FACC has a website with many features for members including an on-line feature where you can join and create your membership profile. The web address is www.facc.org. On the Menu on the left, under Membership, just click on the Join Now.

We would love to have you as a member of FACC and the _____ Chapter. If I can provide you with any additional information or assistance, you can contact me at (phone number/email). Thank you for listening, and I hope you will join me as a member of FACC!



Membership Recruitment/Retention Tools

Free Gift for New Members

This incentive activity can assist the Chapter, Region, and Commission in attracting new members at the monthly Chapter meeting and/or at the Spring Region or Commission Meetings.

DESCRIPTION:

Chapters: Every new member who joins (since the last Chapter meeting) and attends a chapter meeting receives a free gift.

Regions: Every new member who attends a Region Meeting (for the first time) receives a free gift.

Commissions: Every new member who attends a Commission Meeting (for the first time) receives a free gift.

LOGISTICS: At the general meeting, set up a Membership Table. Each person who joins or has joined will receive one of the following free gifts:

1. A \$5 or \$10 value gift certificate
2. A FACC promotional item (lapel pin, wristlet, pen, mug, etc.)

BENEFIT: A good way to attract first timers and get them “excited” about FACC. Easy to implement/administer at the chapter, region, or commission level. Attracts new members and encourages others to join. Increase in participation of new members.

COST: Costs of gift certificates or the promotional items.

Sample advertisement for gift.

Join FACC and receive a FREE GIFT!
Offer is open to new members only. Sign up on-line or sign-up in person at the next FACC Chapter Meeting. If you recently joined online, bring a copy of your emailed invoice to the meeting to pick up your ***Free Gift!***

Membership Recruitment/Retention Tools



Members-only Events

DESCRIPTION: Members-only events serve to attract and retain members. Some events/activities (such as a special guest speaker – College President providing a legislative update, the College Business Officer providing a budget overview based on the legislative session, or the local legislative delegation joining members for an after session debriefing etc.) are open only to members. Membership signups are accepted at the beginning of the event. (Event advertisements can direct potential members to FACC website to join on-line.

LOGISTICS: Special events are organized for members only. This may include an evening social at a local restaurant, a brown bag workshop series, quarterly potlucks/luncheons, etc. They are promoted as such through the chapter and college newsletters, email, and websites. At the beginning of the event, memberships are accepted. Prospective members must join to attend the members-only event.

BENEFIT: A tangible benefit of membership, and a great way to attract and retain members.

COST: Depending on the event - none. If evening social at a local restaurant, the Chapter should pick up costs for appetizers, etc.

Sample flyer for a Members Only event.

FACC & the College Coordinating Council

MEMBERS ONLY – LUNCHEON
“SFC: Is the Price Right?”
Friday, September 25, 2009
11:30 am - 1:00 pm

*Join FACC and the College’s leadership
in a luncheon discussion of
the basics: budget, goals, and initiatives.*

Who is invited?

Only FACC members and the Coordinating Council.

Not a member?

Join online at www.facc.org

RSVP to ryan.woods@sfcollge.edu