

Attracting New Members to Your SEA

Opportunity: Many SEAs have membership counts that are relatively stagnant from year to year. An increase in membership could allow SEAs to offer more programs by increasing dues revenue, and could also inject some energy into the organization. Developing and implementing an active retention/recruitment program is difficult for a volunteer-based organization to do.

Solutions

- **Develop a Membership Marketing Plan**
 - Set target membership goal for year
 - Identify target markets
 - Firms
 - Institutions (Universities, Building Departments, etc.)
 - Individuals
 - Use Board of Registration as a resource for “mining” new names
 - Establish approach plan for each target market
 - Define the value your SEA provides regionally
 - Use NCSEA resources as a selling point
 - Assign marketing tasks to existing members
 - Check progress at intervals and at year end
 - Inform following year’s plan with lessons learned.
- **Offer High Value Programs, Seminars and Conferences**
 - Know what your membership wants
 - Combine programs to increase PDH value of event
 - Poll membership to establish optimal time for meetings and venue location
 - Build in separate social events for networking and interaction
- **Evaluate Dues Structure**
 - Have Members/Non-Member pricing structure for programs
 - Consider 'Firm/Organization' Membership Category (Smaller SEAs)
 - Offer free membership to students and educators

For additional information, see article: **“How to Attract and Grow Member Influencers”**