

# ***GREAT EXPECTATIONS***

## **The Key to ERA Membership Recruitment and Retention**

One becomes an ERA member because of expectations of what affiliation will do for him/her. One will remain an ERA member only if those expectations are met. Therefore, it is essential every prospective and new member join for the right (valid) reasons. Otherwise, their expectations will not/cannot be met.

- I. Assure prospective/new members have the proper expectations of ERA.
  - A. From the outset.
    1. Become familiar with the valid benefits
    2. Convey them to the prospect - verbally and in print
    3. Convey benefits not features
    4. Correct any misconceptions
  - B. When they become a member.
    1. Have a formal orientation session
    2. Assign a "mentor"
    3. Follow up
- II. Assure expectations survive.
  - A. Remind them
    1. Newsletters, etc.
    2. Presentations in chapter meetings
    3. National night at chapter meeting
    3. Encourage participation - local and national
  - B. Enhance chapter activities
    1. Improve programs
    2. New programs
- III. Build enthusiasm
  - A. Worthwhile programs
    1. Chapter meeting programs
    2. Chapter educational programs
    3. Chapter activities (buyers guide, golf tournament, trade show, etc.)
    4. National programs
      - a. Support national programs
      - b. Help create national programs
  - B. New member recruitment program - **an ongoing program - not a campaign**
    1. New members bring new ideas
    2. New members bring initial enthusiasm
    3. New members can invigorate existing members
    4. New members remind existing members why they belong
  - C. Obtain assistance from National
    1. Materials
    2. Planning
    3. Speakers
    4. Prospect lists