ENGAGE Your Association

Tap into the potential of your members to create an association with participation from members at all levels.
Encourage

• Involvement at all levels

• Participation at board meetings

• Include an Encouragement report from board members

• What can you do differently to encourage involvement?
Network

• Create opportunities for relationship building

• Face-to-face

• Online

• Events
  HINT: Not the same old stuff

• How can you offer more networking opportunities?
Gauge

• What do members want?
• How do you know?
• How can you find out?
• SWOT
• How can you better gauge you members’ needs?
Anticipate

• Plan for the future

• Watch trends

• [www.bethkanter.org](http://www.bethkanter.org)

• [www.boardsource.org](http://www.boardsource.org)

• What can you do to anticipate your members’ needs?
Grow

• Where are your new members?
• Who are your new leaders?
• Make your website a recruitment tool
• Give stuff away
• Where are your opportunities for growth?
Empower

• Create raving fans

• High ROBMT

• How can you empower members to be ambassadors?
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