



ENGAGE Your Association

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

Encourage
Network
Gauge
Anticipate
Grow
Empower



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
- 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?





ENGAGE Your Association

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