

# Resources on How to Increase Membership

## State Association Member Recruitment Communication Plan

For consideration before you begin recruitment:

- What has the state association done to recruit or what is the association currently doing?
- Have you identified specifically what the problems are:
  - Is the association successful recruiting one population but not as successful recruiting others?
  - Is the association using the same methods to recruit all member populations?
  - What types of memberships does the association have?
    - Full member
    - Student
    - Associate
- Does the association want to increase all memberships or just professional memberships?
- What promotion channels does the association use for recruitment? Are you using social media?
- Does the association have a Facebook page, a Twitter handle, a LinkedIn community and a Pinterest site?
- Does the association have a recruitment or membership director?
- Does the association have a recruitment/renewal plan in place?
- Is the association identifying the value for members to join?
- Does the association reach out to new graduates? Do you have a relationship with the CSD university programs in your state?
- What incentives do you provide to join?
- What do state association members get from the state association that they don't get from ASHA? How can you differentiate yourself and identify your value?
- Are you building your state coalition? Are you communicating to potential members that the state association is the expert for state resources and can serve as an advocate?
- Has the state association purchased the mailing lists for ASHA members in your state to send a recruitment mailing?

Answering the questions listed above will provide a framework to help the state association assess how to move forward with its recruitment plan. By determining what the association is currently doing and adding the resources that are not being employed, the state association can develop a recruitment plan that will meet its needs.