

Membership 101: Back to the Basics

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Today's Presenter



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Agenda

- Learning Objectives
- What is membership?
- Five (5) Steps to Membership Recruitment
- Membership Retention Ideas
- ACRP Membership Resources to Chapters



Learning Objectives

Upon completion of this session, participants should be able to:

- Develop a plan and set goals towards member recruitment
- Identify ways to get members involved and keep them engaged
- Utilize ACRP resources available to chapters to recruit, retain, and engage members



Chapter Membership & Requirements



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What is Membership?



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Benefits of Chapter Membership

- Chapter Membership
 - Nearly 60 Local Chapters around the world
 - Provide professional development programs that offer free CEUs
 - Serve as a nearby point-of-contact on clinical research issues
 - Enhance career growth opportunities for leadership positions
 - Much, much more



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ACRP Chapter Membership Requirements

United States Chapters

- At least 25 members who have an active ACRP and chapter membership
- Chapter Chair must hold active ACRP membership during entire term of office

Outside of United State Chapters

- At least 10 members who have an active ACRP and chapter membership
- Chapter Chair must hold active ACRP membership during entire term of office



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Member Recruitment



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Role of Chapter Leadership

- Establish a membership development culture
- Form a membership committee:
 - Recommends membership policies
 - Reviews chapter roster
 - Welcomes new members
 - Contacts lapsed members



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Step 1: Assess Your Chapter

Every chapter should try to identify:

- the current status of membership, including the current number of members and prospective members in your area
- the chapter's level of effectiveness in attracting and keeping members
- a profile of which programs are most attended by members
- the chapter's norms for member participation and retention



Step 2: Develop a Plan

Membership plan should:

- Define your overall membership objective
- Measure criteria, which might include such measurements as net growth, retention rates, and dues dollars generated
- Identify who in the chapter is responsible for accomplishing the goals and
- Provide a detailed plan of action to achieve the goals.



Step 3: Identify Prospects

- Ask board members or volunteers for recommendations on new members
- Identify a group of members willing to contact non-members to discuss chapter offerings
- Customize your membership message as much as possible to target different prospect groups
- Break down your prospect list into small groups that will allow membership committee members to follow up more easily



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Step 4: Communicate with Prospects

- Start with the **prospect**, not the chapter
- Get to the **point**
- **Personalize** your messaging
- Ask for a **response**



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Step 5: Establish Targeting Grid

Prospect Type	Challenges	Chapter Support
New to Profession	Getting first job, no money, no contacts	Employment services, networking opportunities
Mid-Career Professionals	Lack of recognition, career path/future, professional development	Chapter leadership position, continuing education
Senior-Level Professionals	Recognition, generational differences	Leadership involvement, awards programs, mentoring programs



Member Retention



Step 1: Start Them Off Right

- Acknowledge new members at chapter events
- Have a current member write or call the new member and congratulate them on membership
- Follow-up after 30 days
- Keep them engaged
- Conduct a new member orientation



Step 2: Get Them Involved & Engaged

- Send short surveys to get their opinions
- Ask them to volunteer
- Identify your least active members and reach out to them to get their input



Step 3: Obtain Feedback



- Use focus groups and member surveys
- Ask what they value from being a member
- Conduct an annual member needs assessment



Step 4: Recognize Members

- Determine how and when to recognize members
- Hold social networking events
- Start a “member of the month” program
- Develop a recognition program



ACRP Chapter Membership Resources



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Your Chapter Membership Roster

Your monthly membership roster will contain:

- Member's Name (First, Last, w/ designations)
- Join Date = the date the individual purchased a chapter membership
- Expire Date = the date the annual membership will expire if it is not renewed
- Primary E-Mail
- Organization Name
- Title
- Primary Phone
- Mailing Address



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Understanding Your Membership Roster Guide

Samples Available

- New Member Welcome Message
- Membership Renewal Reminder Message
- Expired Membership Follow-Up Message

Sample New Member Welcome Message Attachment #1

Dear (First Name),

Welcome to the ACRP (Chapter Name) Chapter!

On behalf of the chapter board and all our members, we enthusiastically welcome you. We are delighted that you have joined with us and look forward to contributing as a clinical research professional. Our chapter is committed to promoting excellence and serving as a resource for the professional development of our members, and providing a global voice for clinical research.

As chapter chair, I encourage you to take advantage of the many resources and opportunities afforded to members of our chapter. The (Chapter Name) meetings during the calendar year. Our next meeting will be (Next Meeting Info). They provide opportunities to earn ACRP, CBRN or CME contact hours. Additionally, we offer networking events, speakers and presentations to increase your professional and your business contacts.

Benefits of chapter membership include:

- Professional development programs that offer **FREE** CEUs including
- Access to information on clinical research issues, procedures, policies and
- Networking events that help you connect with other clinical research



ACRP Local Chapters connect peers locally, offer CE credits, and provide opportunities for face-to-face networking.

Nearly 60 Local Chapters Around the World



DISCOVER THE POWER OF ACRP LOCAL CHAPTERS

Association of Clinical Research Professionals Chapter Affiliates provide many services to their members, including:

- ✓ Providing professional development programs that offer **FREE** CEUs, including ACRP, CBRN, and/or CME credits
- ✓ Serving as a nearby point-of-contact on clinical research issues
- ✓ Hosting networking events that help you connect at the local level
- ✓ Enhancing career growth with opportunities for leadership positions at the regional level, and potentially the global level, which can bolster your résumé and make a positive impact in your community
- ✓ Delivering Local Chapter communications including e-forums in the ACRP Online Community, newsletters, and e-mails (please note that communications differ per Chapter)

Get connected! Visit www.acrpnnet.org/chapters and join your Local Chapter today!



Members of the New York Chapter of ACRP

Helpful Tips



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Helpful Tips

- Review membership roster regularly
- Welcome new chapter members and find ways to keep them engaged
- Follow-up with lapsed members and see why they didn't renew

MEMBERSHIP = REVENUE



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What ACRP Members Are Saying



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Questions?

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