



### Agenda

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



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### **Learning Objectives**

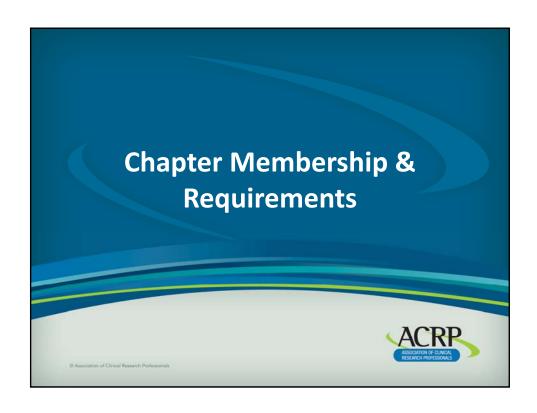
# Upon completion of this session, participants should be able to:

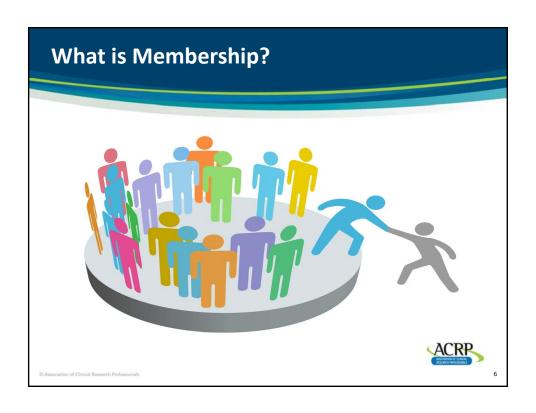
- Develop a plan and set goals towards member recruitment
- Identify ways to get members involved and keep them engaged
- Utilize ACRP resources available to chapters to recruit, retain, and engage members



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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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### **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



## 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



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### 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.





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### **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

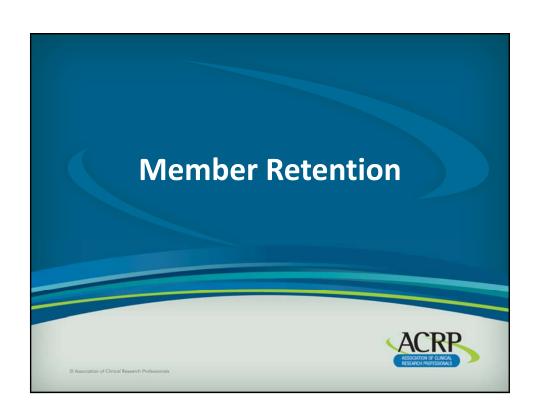




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### **Step 5: Establish Targeting Grid Prospect Type** Challenges **Chapter Support** New to Profession Getting first job, no money, Employment services, networking opportunities no contacts Mid-Career Professionals Lack of recognition, career Chapter leadership position, path/future, professional continuing education development Senior-Level Professionals Recognition, generational Leadership involvement, differences awards programs, mentoring programs



### **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



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### **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





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# **Step 3: Obtain Feedback**



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



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### **Step 4: Recognize Members**

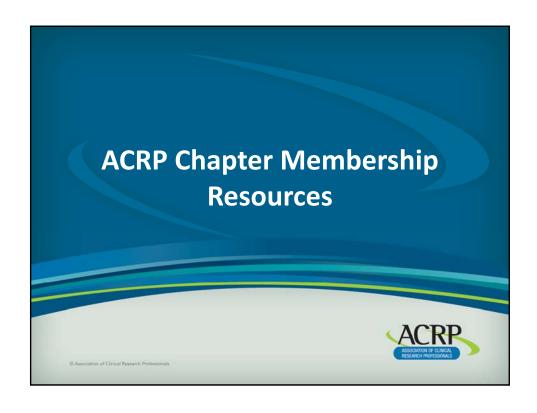
- Determine how and when to recognize members
- Hold social networking events
- Start a "member of the month" program
- Develop a recognition program

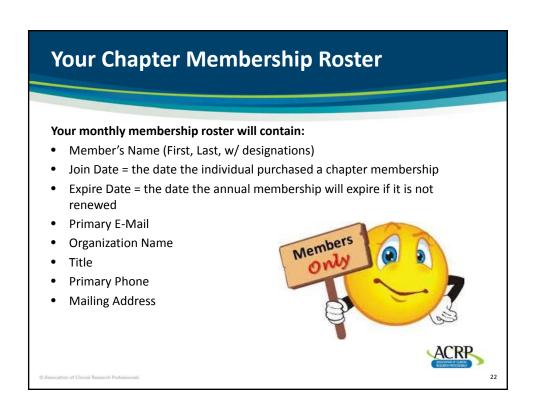




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### **Understanding Your Membership Roster Guide**

#### **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),

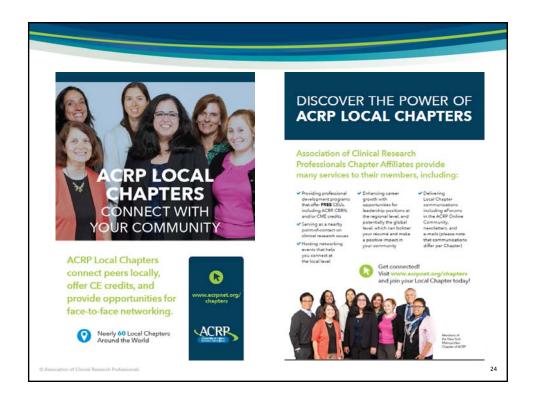
Welcome to the ACRP (Chapter Name) Chapter!

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

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

Benefits of chapter membership include:

- Professional development programs that offer <u>FREE</u> CEUs including
- Access to information on clinical research issues, procedures, polic





# **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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