

INITIAL IDEA LIST - Membership Committee from 4-28-2022 Meeting

1. SET TIME FOR COMMITTEE MEETING:

Brian: I'm looking at the possibility of Thursday, June 2nd at Noon. (Best day Thurs)

Jess: (I have call with Andrea at 10am touch base call -- but should be done before 12 noon) WORKS FOR ME.

"WHERE DO WE GO FROM HERE?" Only UP!

2. NONRENEWAL CONTACT IDEA:

- a. Craft a simple nonrenewal email to them from the committee.
- b. Politely ask why leaving. Sent by committee members – not central office (personally).
- c. Chris: Stay anonymous. Leave message versus an email. Then Follow Up!

3. Send monthly Board reports for new and non-renewing members, totals.

4. DEVELOP STRATEGY FOR POSTS:

- a. Present the benefits and goal to increase members of all age groups.
- b. Educational topics, intro new members, videos to promote conference
- c. Work on strategy
- d. Put link for central office in all posts.
- e. Send out on social media all appropriate this.

5. IDEAS TO GAIN QUICK VISIBILITY FOR COMMITTEE

FYI: I suggested this to Carolyn also a month ago when she wanted to wait for board movement before moving. I suggested committee chairs lead the group and no okays are needed. See how fast things took off for them! Amazing.

A. IDEA: Noon ZOOM Meetings

- a. **Focus Group** not well received in survey – more for younger group.
- b. **IDEA: GATHERING OVER BREW and BUBBLY!**
Get started quickly with something members can see: such as the gathering together over drinks –
 - i. set a set time and date –
 - ii. rotate location at accessible locations.
 - iii. No cost – by your own drinks.
 - iv. **METRO HAPPY HOUR:** Hit different places over metro area.
 1. Look at demographics
- c. **IDEA: Summer Party Outside at a shelter house** - pennies on dollar, signup sheet for members. Box of wine!
 - i. Bring a perspective member

- ii. Drive member that will help deal with the financial issues of the association.
- d. **IDEA: CLICK AND JOIN:**
 - i. Need to figure this out with Ashley. Click to membership committee from the posts to connect the members.
 - ii. **Jess: Add links to website pages that have all the information** at About Us, Benefits, and JOIN US (sign up online right there).
- e. **IDEA: BEST IDEAS:** 1 hour long Zoom meeting with a host - then bounce ideas off of each other. Q&A presents a problem
 - i. Member presents an idea – open format – bounce ideas off each other. Could have questions and discussion to find a solution. (Find hosts)
 - ii. Could ask membership for ideas in a quick survey. Of the ideas and locations, and topics to discuss. Be positive and tell them we are doing this and want input.
- f. **IDEA: Emphasize past and current members, partners**
 - i. Ask question: “Is my Membership worth it to me?”

4. BUSINESS PARTNER MENTORSHIP:

- a. **IDEA: Buy Union First:** Use our Business Partners first:
 - i. Send business their way.
 - ii. Engage them first when looking for services.
 - iii. See the Business Partners as experts.
 - iv. Improve knowledge with the partners = need more value
 - v. Partners don't have lack of interest in GKC or members.
 - vi. Handpick a partner to sit on the committee to handle this
 - vii. Host a webinar together.
 - viii. Host video of what they do. They describe it to members.
- b. **IDEA: Pump up vendor booths for conference or meetings**
- c. **IDEA: Photographer** for \$25 at conference.

5. GOOGLE FORMS or DOCS for SURVEYS

- a. Ashley suggested this: Look into it. \$18 a month – Jess to check out.

6. HOW DO WE IDENTIFY PROSPECTIVE MEMBERS? RECRUITING NEW MEMBERS

- a. **Mass mailing** using KCDocs list.
 - i. Develop a fun catchy logo and title for this recruitment drive.
 - ii. Member Recruitment Program and then craft a fun letter to mail out, put on LinkedIn and Instagram and Facebook (once I get GKC signed up with GKC business accounts).

- iii. Association of the future – for new members, younger members for leadership roles
- iv. Recruit new members but don't forget the existing members.
- v. LinkedIn is good place to start, all age groups (next leaders of association)

7. **How do we get members to refer prospective members?**

8.

9. **[JOINT CONFERENCE 2023 with Kansas MGMA](#)**

Note: AAPC is going to more zoom meetings. Getting better attendance over lunch hour.

Membership Ideas List

from May Membership Committee Zoom Meeting