

# Suggestions for Building Chapter Membership

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## Membership Concerns:

- Is your chapter growing, declining, maintaining? Are you satisfied with your chapter's status?
- How to track problems?
- How to ensure accuracy/timeliness/consistency of databases?
- How to reach your potential membership and maintain your present membership?

## National Level Initiatives to Build National and Chapter Memberships:

- Updated national membership brochure to include more information (e.g., e-mail address).
- Improved notification of lapsed membership process.
- New and expanded member packet which includes NADE President letter; chapter president letter (if provided by chapter president); copies of Journal of Developmental Education, NADE Newsletter, SPIN group information, LRNASST information, and NADE Homepage information. Packet sent to new national members within weeks of joining NADE, regardless of the time of the year.
- Information about all NADE chapters and their local contact persons provided through the NADE Internet Homepage. When chapters establish their own homepages, links are provided from the NADE homepage to them.
- Free sets of mailing labels are provided to chapters: contact new NADE national members in your area to encourage chapter membership and attendance at chapter conferences; contact recent attendees at national NADE conferences who reside in chapter service area; contact professionals from chapter service area who are also members of similar organizations (e.g., NCEO, AHEAD and others).
- Membership incentive: free NADE membership certificate to award at chapter conference.
- Give-away items provided to chapters to encourage NADE national membership.
- National organization will provide NADE table drape (soon to be available) and table display of NADE items for chapter conferences (e.g., NADE developmental education poster, NADE Self-Study Guidelines, old copies of the Journal of Developmental Education and the NADE Newsletter, and other items).
- NADE national officials are available to provide services at chapter conferences upon

request.

- Maintain NADE voice mail number; respond to written, faxed, e-mailed, and phoned requests for membership information within a week.
- Surveys are conducted of former members concerning why they did not renew and surveys of current members concerning how NADE can improve its services to them.
- NADE provides time for chapter meetings at the NADE conference.

### **Chapter Level Membership Possibilities:**

- Develop/revise local membership brochure to collect same information as national organization.
  - Notify chapter members of lapsed membership and encourage reenrollment.
  - Develop a new chapter member packet (e.g., welcome letter from chapter president, sample copy of recent chapter newsletter) that is sent immediately to new chapter members.
  - Use sets of labels provided by national organization for chapters: NADE members who are not in chapter; chapter members who are not in NADE.
  - For winner of NADE membership at your chapter conference, put the person's name in your next newsletter; notify national membership chairperson for inclusion of name in NADE Newsletter.
  - Give-away items.
  - NADE membership display--ask for materials. Once NADE table drape has become available, consider a comparable chapter drape for conference membership displays.
  - Disseminate information from NADE conference to members through chapter newsletters, workshops, meetings, etc.; maintain close contact with your chapter newsletter editor to inform about membership issues.
  - Have someone specifically responsible for maintaining membership information and addressing inquiries.
  - Establish an identity for your chapter - logo, stationery, pin; letter to schools in your region (chief academic officer, learning assistance director).
  - Survey your members--conference site, type of conference, speakers.
  - Use bulk mailings to both present and potential chapter members. Use the NADE mailing labels.
  - Consider collecting both local and national dues at same time; offer a "deal" for joining both or for joining for two years.
  - Establish a chapter presence on the Internet (e.g., establish an Internet Web home page, develop your own state computer discussion group).
  - Encourage your members to attend NADE conferences and get involved with national committees.
  - Submit yearly update of chapter membership database on computer disk to NADE President-Elect so that your chapter members will be notified about the national NADE conference.
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