

**R6LC – Membership/Volunteer Focus Group  
4/1/2006**

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ISSUES & CONCERNS

1. How do we entice new members so that they will see a “value proposition” to answer the questions, “what does PMI and the chapter offer me?” and “why should I come to the meetings?”
2. How do we get the word out to join PMI/the local chapter?
3. How do we engage inactive members?
4. How do we engage active attendees to volunteer?
5. How do we expand the membership into additional industries? (e.g. IT, engineering, construction, etc.)
6. How are membership activities distinguished from marketing activities?
7. How do we engage senior level management to support, sponsor or join PMI?
8. What are some strategies for transitioning board/volunteer positions? Need succession planning strategies. There was some discussion about less than smooth transitions that might be overwhelming to new volunteers.
9. When and how do we recognize new chapter members to get them engaged early and get them to feel like they belong and that their membership is meaningful?
10. What are some strategies for maintaining membership participation tracking?
11. What are some strategies for membership retention?
12. What are some methods and strategies for communication with prospective members?

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BEST PRACTICES

1. Chapter meeting participant tracking. Some of the chapters are tracking membership and guest participation at meetings. Others are offering recognition for consistent participation.
2. Direct communication with new members with either a phone call or a letter.
3. Formal letter to new PMPs signed by all board members.
4. Meeting invites that include a survey of whether or not the invitee is a new member/attendee.
5. New member orientation before each chapter meeting. Each board member participates in an orientation for new members. This is separate from the monthly chapter meeting and takes place 15-20 minutes prior to the chapter meeting.
6. Web site / Meeting of “all you want to know about the chapter?”
7. Name tags for monthly meetings include whether or not this is the participant’s first meeting “Welcome me to my 1<sup>st</sup> meeting”, whether or not they are PMP, and the date of their membership “Member since mm/dd/yyyy”.
8. Recognition / award for active members (> 5 years);
9. President’s award for volunteers;
10. Recognize volunteers by waiving the chapter fee for monthly meeting.
11. CD from Toronto leadership meeting re: strategies for retaining volunteers;
12. Web site sharing info on local companies who recognize PMP/PMI.
13. Meeting price variance for member/non-members and early/late registration.
14. Annual awards for member-of-the-year / volunteer-of-the-year.
15. BOD dinner for volunteers.
16. Mysignup.com to solicit volunteers: Site lists the needs for prospective volunteers – prospective volunteers can select based on their interest and provide their information to be contacted.
17. Meet-n-greet with BOD at places like Starbucks for all members. This might be a monthly or quarterly opportunity for any member or interested prospective member to meet the board and discuss what the chapter is about and where they are going.
18. Executive breakfast at symposium: The breakfast would have limited BOD attendance and keep the discussions strategic in nature rather than task oriented. (NYC)