

ASLA CHAPTER MEMBERSHIP CHAIR CHECKLIST

INTRODUCTION

As chapter membership chair, recruitment and retention is your primary role for the chapter. However, you should not have to cover all of these tasks alone. Form a membership committee or determine the best way to split the duties with the executive committee. If your chapter has an executive director or association manager, he/she determine whether certain tasks are best suited for that position.

OBJECTIVE I RECRUIT NEW MEMBERS

GOAL A: Target landscape architecture students (Annual Campaign)

Task 1: Send welcome email to students at the start of the school year. Coordinate with appointed chapter liaison and student chapter president

Task 2: Identify lead individual (faculty/chapter liaison) to introduce the value of joining ASLA. Coordinate with student chapter president

GOAL B: Target licensed landscape architects (Annual Campaign)

Task 1: Obtain list of licensees from state licensure board. Lists are often available online or through Freedom of Information Act request.

Task 2: Send invitation to awards program, continuing education event, or social activity.

Task 3: Encourage non-members to participate in events planned during World Landscape Architecture Month (April)

GOAL C: Target landscape architects at local firms (Ongoing Activity)

Task 1: Lunchtime or happy hour visits to local firms to discuss benefits of joining ASLA.

GOAL D: Target allied organizations as new members (Ongoing Activity)

Task 1: Send newsletters and emails to one key contact (executive director or president) for selected allied associations (APA, AIA, Garden Associations, USGBC, etc.

Task 2: Host events coordinated between organizations and cross advertise

GOAL E: Welcome non-members attending chapter events. (Ongoing Activity)

Task 1: Serve as the welcome host at the check-in table. Provide recruitment materials to all non-members. Ask them to join!

OBJECTIVE II FORMALIZE A MEMBERSHIP "KIT" TO SEND TO NEW MEMBERS

GOAL A: Provide information about the chapter to new members (Monthly Activity)

Task 1: Craft personal welcome letter from chapter president. Identify information about the chapter that would be helpful to a new member. Items might include: list of chapter board and committee members, latest newsletter, upcoming events.

Task 2 – Membership chair to contact new member (preferably by phone) to provide a personal welcome and make sure they have received the information, see if there are any additional questions, and most importantly encourage them to become active and participate in the chapter as a volunteer.

Note: Kit can be mailed (hard-copy) or emailed (virtual)

GOAL B: Welcome new members attending chapter events. (Ongoing Activity)

Task 1: Personally invite new members to chapter events

Task 2: Serve as the welcome host at the check-in table and pay special attention to new members. Introduce them to other members.

OBJECTIVE III RETENTION

GOAL A: Recruit landscape architects whose memberships have lapsed (Monthly)

Task 1: Download “Lapsed Chapter Members” report. Call or email lapsed members with a personal reminder for their renewal. Be prepared to answer questions regarding membership benefits and importance of renewal. Be sure that they are aware of the monthly payment plan if cost is raised as an issue.

Task 2: Inform chapter leadership of any substantial issues or trends related to members’ reasons for choosing not to renew. Report trends to ASLA at chapters@asla.org.

GOAL B: Contact members who are about to lapse (Monthly)

Task 1: Download the “Chapter Members Expiring by Month” report. Focus on members who are reaching their paid-through date (expiring) and who are nearing the end of the 90-day grace period (lapsing). For example, a member whose membership expires on June 30 will lapse on September 30. Call or email with a friendly, personal reminder that it is time to renew. Be prepared to answer questions regarding membership benefits and importance of renewal. Be sure that they are aware of the monthly payment plan if cost is raised as an issue

Task 2: Inform chapter leadership of any substantial issues or trends related to members’ reasons for choosing not to renew. Report trends to ASLA at chapters@asla.org.

OBJECTIVE IV QUALITY CONTROL

Goal A: Complete and accurate information about every member. (Monthly)

Task 1: Perform a monthly review of your chapter roster. Inform chapters@asla.org if there is any outdated or inaccurate information, including changes in email address, employer, and location. Please inform ASLA of any deceased chapter members on your roster (emeritus members will remain on the roster until ASLA is informed of their death).