




MEMBERSHIP: Recruitment and Retention Best Practices

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2024 REGION MEETING



Recruitment and Retention



Strategies to
Attract and
Acquire New
Members



Design an
Effective New
Member
Onboarding
Process

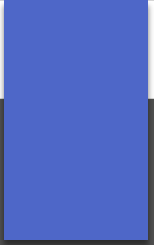


Tactics to Build
and Support
New Clubs



Strategies to attract new members

- ▶ Outreach
- ▶ Benefits of Membership
- ▶ Membership Marketing
- ▶ Personal Development & Connections
- ▶ Meet & Greets

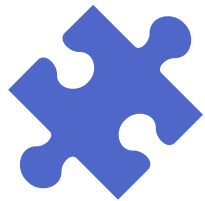


New Member Onboarding Process

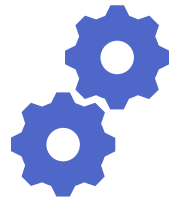
TIPS TO MAKE NEW MEMBERS FEEL WELCOME



Tactics to Build and Support New Clubs



Strategize



Implement



Mentor



THANK YOU!