

LOCAL ASSOCIATIONS

Membership Recruitment, Engagement and Retention Strategies

General Membership Strategy Guidelines

- Be proactive and strategic about recruitment and retention.
- Have an enthusiastic membership chair and committee. Provide them with clear guidelines, direction and support of the Board.
- Provide the membership chair with a clear job description (*See sample*).
- Have **Membership** as a standing agenda item at board and business meetings.

Recruitment Strategies

- **Encourage each member to reach out to colleagues who are not members:**
 - Make a **personal contact**—e-mail, phone, or better yet, meet for lunch or coffee.
 - Have a **conversation** about their teaching experience. What challenges do they face?
 - **Share** how MTNA (national, state and local) has **personally** impacted your teaching in positive ways, and how MTNA could meet their specific needs.
 - **Invite** those colleagues to meet you at a local meeting/activity.
 - **Follow up!** If at first you don't succeed...
 - **Provide prospect's contact information** to your local membership chair.
- **Incentivize for recruitment. (*See Recruitment Methods*)**
- **Explore various sources for finding prospective members:**
 - College faculty
 - Recently graduated collegiate members
 - Schools, churches, technicians, music stores, music academies
- **Welcome attendance and participation by non-members prior to making a decision to join.** (Consider specifying a “non-member” fee for festivals, workshops and the like.) Let them experience the life and energy of MTNA, the learning opportunities, student activities and the collegial relationships among our members.
- **Continually look for ways to tailor programming to be more inclusive and engaging for voice and instrumental teachers as well.**
- **Keep an active Prospect List.**
 - Send a **recruitment letter** to new prospects (*See Sample Recruitment Letter*).
 - E-mail/mail **regular updates** of meetings and activities to invite participation.
- **Welcome and introduce visitors at all meetings.**
- **Provide website address and contact information for the local, state and national MTNA organizations.**

Engagement Strategies

- **Monitor your local association membership information (available on the state portal of MTNA website).**
 - **Goal:** Identify new members within the first 30 days of their membership.
- **Ensure personal contact from the membership chair or committee ASAP.**
 - **Invite** the new members to the next meeting. Meet them there and introduce them to the group.
 - Provide a calendar of upcoming events, contact information for the president and membership chair, and the website address and link to the most recent newsletter and/or hard copy.
 - Provide **mentoring** for newer members. (*See Advising Ideas*)
- **Provide opportunities for new members to give feedback on their first year of membership. (See Sample New Member Survey)**
- **Activate state and national membership** as well as local, by encouraging certification, attendance at conferences, use of website resources, publications; and provide assistance in accessing these.

Retention Strategies

- **Develop quality activities for students of all members.**
- **Plan and provide dynamic programming.**
 - **Survey** to determine interests of your membership.
 - **Program** to attract and retain voice and instrumental teachers as well as piano.
 - Balance specialist and general program topics.
 - Look for ways to add inclusive elements through breakout groups or applications discussions of presentations (For example, following a voice specialist presentation, strings teachers discuss together ways the ideas presented apply to *their* teaching.)
- **Develop a culture of leadership in which:**
 - Ideally every member is a leader at some level;
 - The expectation is that every member has a role or responsibility for the group;
 - No member is *anonymous*—every member is a vital part of the workings of the whole.
 - **Members in leadership are invested and have ownership in their association.**
- **Proactively implement strategies toward leadership empowerment.**
 - Provide clear, adequate and up-to-date **job descriptions**.
 - **Pair newer members with veteran members** to co-chair. Some benefits:
 - Creates opportunity for **mentorship**.
 - Creates opportunity for newer members to learn the ropes while **building relationships with their colleagues**.
 - **Prevents burnout** for those who have been giving and doing for years by sharing the workload.
 - **Acknowledge leadership contributions.**
 - Express often, in many ways, and specifically, how members are valued and appreciated.

- Acknowledge the leadership and volunteer contributions at meetings, in newsletters, personal e-mail or notes.
- **Proactively reach out to former members who have *not renewed membership*.**
 - Make a direct contact in August/September to all ***non-renewals***.
 - Communicate your interest in these members and determine the reason for non-renewal—oversight, change of circumstances and the like.
 - Encourage renewal, follow up, and keep them on your contact list until renewal is confirmed or they request to be removed.
 - Keep a contact list of ***former teachers whose membership has lapsed for over a year***.
 - Contact these former colleagues 2–4 times during the year about upcoming events, inviting their participation and welcoming **reinstatement of membership**.