

NCMA DENVER CHAPTER

MEMBERSHIP RETENTION PLAN FOR THE FISCAL PERIOD JULY 1, 2009-JUNE 30, 2010

The Membership Retention Plan for the Denver Chapter is based upon a goal of retaining 100% of our current membership level. The following initiatives are being instituted to ensure the goal is achieved:

1. Publish in the monthly newsletter the names of all new, reinstated, renewed, transferred, due, delinquent, and dropped members in the hopes of encouraging members who know these members to encourage their retention/return to the chapter. (Membership and Newsletter Chairs)
2. Take the necessary initiative to personally contact all delinquent and dropped members to advise them of their status and seek their renewal of membership. Contact by phone is preferable; however an e-mail or letter (with a courtesy copy to the President and President-Elect) is an acceptable method of contact. (Membership Chair)
3. At the chapter meetings, make a point of presenting membership pins to new members, as well as those members celebrating anniversaries. If individual member is unavailable for the meeting, then a letter signed by the President shall be sent to the member with the appropriate anniversary pin. (Membership Chair and President)
4. Sponsoring professional, social and educational networking seminars, scholarships, and outings that develop and enhance the skills and provide entertainment for NCMA members. (Board of Directors)
5. At all Chapter Sponsored events, all present Board Members should take the initiative to meet and greet all attendees, new members, and encourage their participation in support of our organization. (Board of Directors)
6. As opportunities present themselves, utilize the successful "tiger team approach" with a presentation permitting and demonstrating the in-house presentation of NCMA value to contract professionals and employees). (President and Membership Chair)

Initiation of these and other activities throughout the year will help to keep our members interested and coming back.

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