

Member engagement best practices, tips and suggestions

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Membership outreach ideas

- “Welcome Wagon” – phone calls, emails, or LinkedIn outreach to new members (within a month of joining) split up by the committee
 - Alternatively- scan for target companies/titles/career level and do outreach to those in target group
 - Let them know about upcoming events, answer membership questions
- New Member Orientations – every 6 weeks – can be virtual or in-person
 - Signup sheet for volunteer interest
 - Highlight a “featured committee” in need of volunteers
- Mid-year check in – contact new members partway through the year (6 or 9 months after joining) to invite to events, check in
- Expiring members – email one month prior to expiration
 - Standard email customized to your chapter- highlight recent events/upcoming programs, growth, etc.
 - Copy/paste or e-mail merge - no CC or BCC please
 - Alternatively- target only those who have attended events, target by company/career level/etc

Radical hospitality ideas

- Membership Table at events- check chapter/regional event calendar and work with Programs team to ensure table is at the event
 - Membership postcard available from chapter’s marketing DAL (in Marq)
 - If they wish to join on-site, direct them to the website or help them join online if a laptop/wifi are available. Paper membership forms are not accepted
 - “Member engagement events” – These can be coffee chats, happy hours, etc- very informal, free get togethers open to members and nonmembers. Should not incur a cost for the chapter
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