

10 Thoughts on Growing Your Membership

1. Plan your pre-event communication

- Promote everywhere (email, social, schools, papers)
- Send out minutes, agendas, speaker bio in advance



2. Learn to tell your story

- Why is MRSPA important?
- How does your chapter make an impact in the community?
- What does a pre-retiree need to know?

3. Vary your meeting locations

- Have events that aren't meetings
- Find unique locations and even consider schools

4. Bring valuable content

- What issues do your members face?
- Utilize AMBA Speakers Bureau – Invite an AMBA Rep to your next event



5. Each one, bring one

- Consider a gift card or free membership
- Look for non-educator members of the community

6. Be visual and have fun

- Bring props, slides, games
- Vary how you vote

7. Go back to work

- You are a hero there – tell your story in a staff or safety meeting
- Go to a benefits fair or open enrollment
- Recruit future members

8. Feed 'em and reap

- Cohost a lunch-n-learn with AMBA
- Let AMBA mail 1,000 potential members in your area

9. Get introspective about your meetings

- Reevaluate what you've always done
- Break into small groups to answer deep questions
- Are we really friendly to new members?

10. Connect your cause

- Younger members support causes
- Make the connection between your charitable giving and your chapter
- Think short term, not year-long drives

Contact:

Joe Maddalon at 724/766-1691 joe.maddalon@amba.info
Keith Daugherty at 724/331-5325 keith.daugherty@amba.info



Membership and Events

Connecting the neXt generation

As retirement approaches for Generation X, retiree associations are reimagining their strategies to attract this next wave of retirees. From incorporating technology to offering new types of in-person events, associations are finding innovative ways to engage with and cater to the needs of this diverse and tech-savvy group.

Why Younger Members?

Retention is a key component of the association growth model. Recruiting younger members can provide associations:

- Members with long relationships with the association
- New Perspectives
- Fresh Ideas
- An eagerness to volunteer and provide leadership



About Gen X

Generation X is often referred to as the “middle child” generation because it is sandwiched between the well-known Baby Boomers and the huge Millennial group. But what this group lacks in size, it more than makes up in its brand loyalty and ability to accomplish tasks with minimal supervision. This is partly because the Gen X’ers were the first generation to come from dual-income families and were latch-key kids or they were impacted by divorce and had to spend much of their time without adult supervision.

Value Proposition

ABC's of Membership

- Advocacy
- Benefits
- Community



What Members Seek

Baby Boomers

- Protection
- Can I trust you?
- Advocacy
- Reliable Education
- Benefits

Gen X

- Exclusive Benefits
- Help at my fingertips
- Strong Website
- DIY Education
- Cut the clutter



For over 65 years, AMBA has supported association membership recruitment, engagement, and retention.

Let's strengthen membership together!

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