



icpi

Interlocking Concrete
Pavement Institute

Sample Membership Recruitment Plan

With every membership recruitment effort, it's best to have a plan. Below is a sample plan that can be used to develop new membership in ICPI Chapters. First determine your networking/recruitment event target date and work backwards to make sure you complete all of the items on the list in the suggested time frame. This plan should take about three months to complete. Repeat the plan as needed with a new target prospect group. **Be sure to remove any current members from your prospect list before you begin.**

Task	Suggested Time	Target Date
Initial Contact: Send an introductory recruitment letter, include ICPI membership benefits brochure, chapter benefits brochure/flyer, ICPI annual report, calendar of upcoming chapter events		
2nd Contact: Send a follow up recruitment letter, membership application	3 weeks after initial contact	
3rd Contact: Send invitation to an upcoming networking/recruitment event with RSVP request	3 weeks after 2 nd contact	
4th Contact: Phone to remind about networking/recruitment event	3-5 weeks after 3 rd contact	
5th Contact: Networking/recruitment event (include a short presentation about membership and benefits, give out materials to remind of benefits, ask them to join).	2-3 weeks after event announcement	
6th Contact: Follow up call or visit to ask them to join	1-2 days after event	

You're Not Done Yet!

After they join, begin your retention strategy from day one. Statistics show members who drop do it within the first two years of membership. Begin by doing the following:

- Send a new member welcome kit.
- Send a Press Release announcing new members.

- Visit new members (location permitting) to answer question and provide an overview of membership benefits.
- Try to have contact with the new members routinely within the first six months to ensure they understand how to access all of their benefits.
- Survey your new members after six months to assess if their needs are being met.