**Chapter Management Session – Philadelphia, PA  
October 19, 2023  
MEMBERSHIP BRAINSTORMING SUMMARY**

During this in-person session held for chapter leaders much discussion was had related to current practices or new ideas for member value proposition as well as retaining and engaging members. These were some of the ideas shared during the discussion.

**AFP MEMBER VALUE PROPOSITION**

* Access to local networks, seasoned fundraisers, global knowledge, best practices
* Brain Trust
* Join for the Education Stay for the People
* Developing confident non-profit leaders
* Gain credibility
* Invest in yourself, invest in your profession
* Join us to experience connections, community, credibility, collaboration
* You will find your people
* We'll help make you a better fundraiser
* A local community with an international professional voice that provides guidance and support

**MEMBERSHIP RETENTION**

* start with those who have decreased attendance at events
* Mentoring program
* Restate MVP at all events
* chapter level 1-pager of benefits
* miss you' calls
* Chapter level CRM
* start every meeting asking a member why they are a member of AFP
* send hand written note to new members
* coffee on us' to new members
* pins from AFP Global
* send facts about membership demographics
* welcome calls and packet
* invite members' CEO's if applicable
* lunch and learn on how to get involved
* bundle program reg fees
* Free holiday party
* Free programs if member bring a guest
* Prospective members come to sessions for free
* Referral initiatives for those who bring guests to events
* Welcome communication
* member buddy program - check in periodically
* new member meeting
* invite first time attendees to luncheon
* partner with other orgs to have co-memberships
* new position announcements on LinkedIn

**MEMBERHSIP ENGAGEMENT**

* Send consistent emails
* Welcome phone calls
* Celebrate birthdays
* Mentoring program
* Buddy System
* Recognize chapter leader milestones
* bundle program reg fees
* Happy hours
* Free holiday party
* Membership mixes
* Watch parties for webinars
* Member orientation webinars
* Quick pulse survey, 2-3 questions
* Member led networking
* new member lunch
* Survey members after all sessions
* member only speed networking
* micro volunteering with jr. members
* CFRE study group
* recognize years in AFP