



## Prospective Members

So, you are ready to invite potential members to your chapter's awesome event and to encourage your members to reach out to others in the industry to talk about joining ARMA. What's next?

Your chapter board should create an action plan for identifying prospects. Your plan will depend on many factors, such as what events your chapter holds yearly, your chapter's location, and the industries primarily present within your area. Make sure the responsibilities for creating and implementing this plan are divided among the board and other engaged chapter members. The tasks should not fall to one person.

### Identifying potential members

#### Chapter Resources

##### 1. Past members who are no longer involved

Review your membership rosters from the last 18 months to identify individuals who have not renewed their membership. Contact them to learn why they did not renew and what your chapter can do to re-engage them as members. In the time since those individuals have engaged with ARMA, many new resources and benefits have been offered that they may not be familiar with. Familiarize yourself with these [new offerings](#).

##### 2. Chapter guests

Review chapter meetings from the previous 18 months and [chapter rosters](#) to determine which non-member attendees have not yet joined. Invite them to attend a meeting. Better yet, directly ask what is important to them and what your chapter can do to make membership more relevant.

Is your chapter collecting guest information? If not, begin tracking this in a simple shared spreadsheet or within your chapter's database. Consider capturing walk-ins on a visitor's form offered at the registration.

Have a Board or membership committee member follow up by phone with all guests after every meeting.

##### 3. Followers of your chapter's social media accounts

Analyze your chapter's social media accounts and determine which followers or friends are not members of your chapter. Contact them directly (via Messenger on LinkedIn or Facebook) about joining your chapter or attending a meeting. Direct, personal outreach is an incredibly strong way to connect with potential members.

#### 4. Members from the “Non-Chapter Member Report”

These individuals are members of ARMA International, but not members of a chapter. Each chapter can access this live report in its [Group Admin portal](#). Some chapters contact each person directly and offer a free year of chapter membership to try it out.

### Individual Efforts

#### 1. Referrals

Each member of your chapter likely knows others who are not ARMA members like colleagues who work in the records management profession. These individuals should be members of ARMA! Challenge your chapter’s members to either reach out directly to those individuals to invite them to an event (can your chapter make it free for them to attend?) or to provide their names and contact information for the chapter to get in touch with them.

These lists should include those who perform an information management function for smaller organizations, but without a formally recognized RIM title.

#### 2. Get the word out

Recruit your current members to post about their involvement with the association on their social media accounts and encourage them to share information about chapter meetings – the information about the meeting that’s scheduled AND one of their take-aways after the meeting.

Include a reminder and sample post in their registration confirmation. The best posts offer specific lessons learned, take-aways, etc. that demonstrate the value of the meeting.

Encourage members to post outside of events. This could be in the form of a testimonial as to the benefits the member has received from his or her membership, career advancement or even added professional responsibilities.

**Review ARMA’s resource on social media posts for additional insight.** Ask them to tag both the chapter and @ARMA\_INT in their posts.

#### 3. Networking

When at other conferences and educational events, encourage your board and individual members to be on the lookout for prospects based on titles, responsibilities, etc and to extend personal invitations.

Consider printing chapter-specific business cards for board members to hand out. These can be generic to the chapter or chapter-officer specific. Research print options on the internet, many are extremely affordable.



Send a chapter representative to other industry events to network, make connections, and market the chapter.

## Other Organizations

### 1. Allied organizations

The importance of allied, industry organizations cannot be overstated. Identify allied organizations in your geographic area and contact them on behalf of your chapter to see what cross-promotions and invitations can be extended. Consider offering a free meeting to members of that organization or even plan a co-branded event.

Need ideas on organizations to contact? We've compiled a [list of organizations](#) that chapters have found success partnering with. Do you have organizations to share? [Add them](#) directly to this list.

### 2. Business partners

Have an open conversation with your business partners. They may consider promoting chapter events to their clients and marketing lists. In doing so, a business partner can directly strengthen its community and build its client's knowledge base. While it may seem like a non-traditional ask, chapters have found success in this approach. Don't be afraid to ask!

Consider creating a promotional or discount program that recognizes Business Partners who bring guests and new members.

### 3. University and information management-related programs

Work with professors and staff at local schools. Share information about the chapter's programming and the [student member discount](#) that's available for full-time students.

## Now that you know where to look to identify prospective members, where do you start?

First, create a strategy for reaching out to the potential members. Implementing the strategy should not fall to one person.

Then, make sure your messaging is concise. Identify **and practice sharing** your chapter's unique selling point. Your region team can help your chapter create this pointed messaging.

Break down your contacts into focus areas based on industry or concern (HIPAA, cyber security, breaches, etc.) and customize the message based on interest. Send invites to specific groups (HR, IT, C-Level). For example, the Metro New York chapter breaks it down into industry, event and location and creates a sub-strategy for each focus area.



Industry focus: Identify industries with the most or fewest members and create your focus around what the data shows. For example, if legal membership has declined, focus on outreach to the legal industry.

Event focus: Review attendance of events and identify those who are new or are repeat guests and reach out with custom messages. Always consider how the event format (time of day, conference, etc.) may have influenced someone's decision to attend.

Location focus: Consider how the individual's location may influence his or her ability to participate in chapter events and customize your ask accordingly. Also consider coordinating with other nearby chapters if you are in a dense metro area.

Remember to ask new members if they can recommend colleagues who might benefit by joining.

After you have created your list, begin contacting prospects. Track the results of each contact. Vary how you communicate, using a mix of e-mail, phone, and social media to help generate interest. It may take several communications to get their interest and commitment to join.

Need a template to track prospects? [Click here](#).

*\*\*\*A special thanks to the Golden Gate and Metro New York chapters for sharing their tips via power point presentations. Those tips have been incorporated into this resource.\*\*\**