

## Chapter 4 – Membership Development Plans and Activities

*“You must see your goals clearly and specifically before you can set out for them. Hold them in your mind until they become second nature.” - Les Brown*

**There are three main aspects to membership development:**

- 1. Recruitment** – refers to signing up new members for APhA-ASP. That is, enrolling students who have not previously been members of APhA.
- 2. Engagement** – refers to welcoming and engaging the member as soon as possible after he or she joins. Engagement can be as simple as inviting a new member to an event or asking student pharmacist chapter leaders to offer a personal welcome to the new member. Another idea for increasing new member engagement is developing a new member mentor program, which pairs new members with established members who explain the benefits of membership and assist the new member in getting involved with APhA.
- 3. Renewal** – refers to students who are already APhA-ASP members and who choose to continue that membership. This is sometimes referred to as **membership retention** (that is, keeping students who are already members). It usually requires less effort to keep current members than to find new ones.

Note that with regard to renewal or retention, it is important to promote the APhA New Practitioner Network to students in their next-to-final-year and final year, so that new graduates remain engaged APhA members.

As explained later in this chapter, some activities are more helpful for introducing APhA to new students or those who have never been members (recruitment/engagement) and others are more appropriate for current members (renewal/retention). However, before diving into membership development activities, remember that an ounce of planning is worth a pound of cure! Think through your membership activities to ensure success.