

## Planning for Success

There are seven major considerations when planning and implementing a membership development program:

- 1. Goals and Objectives** – Start early in the planning process. Goals and objectives for membership typically include reaching a specific number and percentage increase in total APhA-ASP Chapter membership over the previous year, along with specific numbers and percentage increases for new and renewing members. Establishing clear and concise objectives gives everyone working on the project a focus.
- 2. Finances** – What is the budget? When setting goals and objectives, be sure to consider the cost of the activities required to achieve those goals. See the “Suggested Membership Development Activities” list in Appendix D for specific activities that will help increase membership. Ensure that what you are planning is within the budget for your chapter.
- 3. Legal and Policy Issues** – Check the Rules! Before beginning a project, check with your chapter adviser regarding legal issues or school policies. Contracts with facilities should be reviewed by chapter advisors. Make sure that the chapter is not required to have a permit or license for the planned activity. Consult with your chapter advisor to make sure school policies do not prohibit any activities that you are planning.
- 4. Schedules and Deadlines** – Plan, Plan, Plan! Realistic schedules and deadlines should be established for your membership development activities. Make sure that all participants and fellow executive committee members agree to the schedule and the deadlines. Don’t forget to invite chapter advisors, faculty, administration and your new practitioner mentor.
- 5. Marketing** – Get the word out! No matter how much effort goes into planning an activity, it won’t be successful if no one knows about it! Be sure to publicize your chapter’s membership events and encourage others to participate. Inform the administration and faculty about the event, and invite them to participate and to announce the activity or event to their students.

Remember that **Membership is everyone’s job!** A large part of your efforts will be coordinating with fellow chapter leaders to ensure that membership development activities are given a high priority. Also, be prepared to ask students to join or renew. Don’t be shy! You are, after all, reaching out to your colleagues to ask them to take advantage of a strong portfolio of membership benefits.

- 6. Knowledge** – Get the facts! Prospective new members and even some current members will want to know why they should join APhA-ASP or renew. Be sure that you understand the membership benefits presented in Chapter 2, as you will need to field questions about “what’s in it for me” when you ask students to join or renew. Be prepared to respond with the information that you have available in this MVP Toolkit.
- 7. Follow up** – Once the project is complete, work with the project chairperson to file a report within the chronological list for your chapter’s award files. In addition, it is great to recognize the students who participated in the program at your next general meeting. A short thank-you note or email would be appreciated, too. Also, give praise to other organizations that assisted in the program and to the faculty and administration for their support.