

## APPENDIX D – Tips for Membership Development Success

1. Raffle off a free membership to someone who joins the APhA-ASP during your recruiting drive.
2. Host a special “bring a friend” meeting featuring an ice-breaker exercise, a brief chapter member orientation, and refreshments. Each member must bring a friend with them to the meeting.
3. Display business cards of former chapter members now working in pharmacy to demonstrate that former chapter members are finding jobs in their field.
4. Call or e-mail visitors after they have attended a meeting. Thank them for visiting the chapter and invite them to your next event.
5. Obtain testimonials of the value of APhA-ASP membership from former chapter members that are now new practitioners and share them with potential members.
6. Invite people who have a conflict with chapter meetings to join as members so they still have access to current pharmacy information through *Student Pharmacist*, *JAPhA* and *Pharmacy Today*.
7. Ask your professors to offer extra credit for APhA-ASP membership and/or participation. Oftentimes students can gain extra credit for MRM and Annual Meeting participation. (Students might have to report on meeting activities for credit.)
8. Create a bulletin board display in a prominent place showing pictures from chapter activities, membership information, and a calendar of upcoming events. (Don’t forget: “A picture is worth a thousand words!”)
9. Hand out APhA-ASP fliers and enrollment forms to students at the College of Pharmacy and in pre-pharmacy classes.
10. Announce upcoming chapter meetings in your classes; invite everyone to attend.
11. Ask members for names of friends and classmates who could benefit from APhA-ASP membership. Send these people a personal invitation to attend your next event. Follow up with a phone call.
12. List your upcoming meetings in your college newsletter, campus newspaper and social media outlets.
13. Prepare a two-minute talk on the value of joining APhA-ASP. Give your presentation to pharmacy classes and then hand out brochures with membership enrollment information.
14. Set up a table displaying APhA-ASP materials at the student activities fairs and student orientation.
15. Provide free refreshments at your meetings. (Pizza usually draws people in and it’s inexpensive!)
16. Ask senior chapter members to provide free CV or résumé critiques to anyone in your chapter who joins APhA-ASP this month.
17. Set up a table displaying APhA-ASP materials at freshmen orientation.
18. Ask your chapter to subsidize \$5 of the student dues for new students joining during your membership drive, and then offer this discount to new members.

19. Ask for donations of items such as notebooks, mugs, or gift certificates from the campus bookstore and other local businesses. Offer these as incentives to new members who join during your membership drive.
20. Offer a prize to the person in your chapter who recruits the most new members.
21. Provide students who visit your meeting with an information packet about your chapter and APhA-ASP. Include a calendar of events, a list of chapter officers, and an enrollment form to join.
22. Invite a successful professional in your community to speak to your chapter on the value of joining professional associations.
23. Publicize any awards your chapter or members have won. People like to join groups that are successful.
24. Ask professors to mention APhA-ASP to students in their professional classes.
25. Write an article for your campus paper on a successful chapter project or high profile speaker.
26. Utilize your membership committee to focus on new ways to bring in members.
27. Organize a behind-the-scenes tour of a popular organization such as a nearby pharmaceutical industry or association. Require students to be members in order to attend.
28. Offer a chapter scholarship or book award (money towards textbooks) for members only. (Don't forget to promote the great discounts on text and reference books as part of being an APhA-ASP member!)
29. Make an extra effort to reach out to students off campus (pre-pharmacy and final year students).
30. Highlight and explain a different national membership benefit at each meeting.
31. Co-sponsor a highly visible event on campus, such as a concert, seminar, or sporting event to raise awareness of your chapter and its activities.
32. Participate in a charity event with other organizations. Invite members of other groups to visit one of your meetings and learn more about your chapter.
33. Survey current members to determine what benefits are most valuable to them. Emphasize these benefits when creating fliers or speaking to potential new members.
34. Hold a joint meeting or event with another professional pharmacy organization or fraternity. Distribute APhA-ASP information to the participants.
35. Think WIIFM - "What's In It For Me?" That's what prospective members are asking themselves. Be sure to tell them specifically how membership will benefit them.
36. Invite the entire school or college of pharmacy to attend the APhA-ASP Student Outreach and the Life on Rotations/New Practitioner Network Presentation. Publicize to non-members as well as current APhA-ASP members!
37. Hold an informational meeting for prospective members. Have members and chapter alumni tell the visitors how networking through APhA helped them find internships, residencies, and jobs.
38. Talk to lots of people about APhA-ASP. Experts say it takes ten calls to make one sale.

39. Plan chapter social events in addition to educational activities, (i.e. "Pharmacy night out"). People like to join groups that are friendly and fun.
40. Make each prospective member feel special. Add value to them. Make an effort to remember names and to smile and greet people by name when you see them again around campus.
41. If you have non-members who have come to several events, give them a link to the online enrollment form and ask them to join. Some people never join simply because no one has taken an interest and encouraged them to sign up.
42. Make it easy to participate. Establish and publicize a regular meeting schedule. Provide a way to contact chapter executive committee members and respond to their questions promptly!
43. Review APhA-ASP rosters and remind expiring members to renew their memberships.
44. Offer an incentive such as an APhA-ASP pin or mug to members who recruit at least two new members.
45. Print names of new chapter members in your newsletter and recognize them at chapter meetings. Demonstrate that your chapter is strong and growing.
46. Announce membership updates at each meeting and remind people to bring friends to the next event. Let your members know that recruiting is a top priority for the group.
47. Always speak with excitement and pride when describing your chapter.