

PARTNERSHIP IN MEMBERSHIP

ACA Provides on Behalf of Divisions and Regions a variety of membership materials, statistical reports and information:

Development/Distribution of Membership Materials

- Application ACA Membership
- Application in Publication's Catalog
- Membership Cards
- New Member Packet
 - Division Dues Brochure
 - All About Branches
 - Information sheet on Division Journals and Newsletters
 - Renewal Forms/Letters/Envelopes
- Welcome
 - Your Guide to ACA Benefits and Services Brochure
 - Electronic PowerPoint Guide to Benefits and Services
- Renewal forms/Letters/Envelopes
- Division Dues Brochures
- Student Recruitment Package
- PowerPoint presentation for Counselor Educators
- Individual Division Membership Brochures

Other Membership Services

- Telemarketing Calls to Lapsed Members
- Electronic reminder renewal messages are sent 15 days and 1 week prior to expiration
- Electronic renewal message and survey is sent 15 days after expiration
- Email messages are sent to first year members at 3rd, 6th and 9th month of membership
- Prepare monthly electronic lists for Divisions of New, Renew, Lapsed and current Renewing members
- Maintain ACA/Division membership pages on ACA website
- Prepare and e-mail monthly membership statistics

What Divisions Can Do

Retention, which is connected closely with recruitment, begins when the first contact to a potential member is made, even before the prospect joins. The first year of membership is **KEY** to retention because first-year members generally have the lowest retention rates of any membership category. The most important aspect of retention is making effective contact with new members during the first month of membership.

- Use the monthly information sent from ACA to:
 - Welcome New Members
 - Invite lapsed members to renew or develop a survey or questionnaire to find out why they did not renew.
 - Thank renewing members and give them an overview of what's to come in the coming year.
 - Always encourage member participation.

- Midyear is a perfect time to measure member satisfaction and remind members about the benefits of belonging.
 - Thank-you letter explaining how much their membership means to the association
 - Report card describing your accomplishments
 - Short “how are we doing” survey

- Be sure ACA has the most up-to-date information about your division, its conference, activities, etc. to be able to answer calls from members.

Members expect good customer service in a membership. You should strive to provide the best customer service possible and ensure that members' expectations for the year have been met.

A positive experience in a member's first year can result in his or her renewal and lifelong membership. Although recruitment has a clear and definite end, retention is an ongoing process. We exist to respond to our members and to meet our members' needs.

There is no better way to do this than to **recruit for retention**.

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