



Topeka Chapter Membership Plan 2018 - 2019

President
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Membership Chair
Executive Committee

Membership Plan

Objective: Make AGA the preferred professional organization in the public and private financial management community.

Strategy 1: Recruit Board Members

- ④ Convince the existing Board and the general membership that the quality of Board Members and their dedication to the Chapter is critical to the maintenance of a quality program for members.
- ④ Actively recruit quality individuals to the Board
 - Use the Board positions as a carrot for recruiting new members
- ④ Present a slate of members to the Executive Committee in accordance with the Bylaws for consideration by the membership for the following year.
- ④ Use the visibility of Board positions to recruit high-level management that can in turn encourage membership by their staff.

Strategy 2: Expand membership in the Chapter.

- ④ Expand potential membership base to all financial accountability professionals, public, private, and early career college graduates.
- ④ July – Summer social event Attendance free for members and full-time college students.
- ④ Request chapter budget for membership activities.
- ④ Encourage Chapter officers to contact state and local government financial managers and legislatures detailing the benefits to the State of Kansas and local government entities through AGA employee members. Engage department heads to make presentations at AGA events and develop training programs relevant to specific government entities.
- ④ Emphasize CGFM to attract members.
- ④ Invite prospective members to chapter events.
- ④ Include full or partial membership scholarships at 1 or more chapter conference events.

Strategy 3: Retaining Present Members.

- ② Ensure the chapter is meeting members' needs of our current members through the use of a survey, using Survey Monkey, to capture member interests.
- ② Contact all suspended members to remind them of the benefits of membership.
- ② Emphasize CGFM to retain members.
- ② In September, request chapter retention cash from National.

Strategy 4: Enhance member services

- ② Communicate effectively through:
 - ② Bylaws
 - ② Policy and Procedures Manual
 - ② Publications and newsletters
 - ② Website Improvements to provide timely information about the Chapter and the Association's programs, activities, and news of the profession and job announcements.
- ② Develop a Chapter membership satisfaction survey and share the results with the Regional Membership Coordinator, RVP, SVPRS and National Office.
- ② Seek innovative ways to use technology to meet members' needs.
- ② Publish a list of awards and descriptions, past presidents and award winners on the website and in the newsletter.
- ② Publish the History Report on the website.
- ② Monthly welcome letters/emails or calls to new members - tell them dates and times of chapter events, welcome aboard, etc.
- ② Recognize milestone membership anniversaries of existing members and acknowledging new members in the newsletter.
- ② Increase member involvement in the following committees: certification, membership, community service, website, social events and scholarship.

Strategy 5: Nominate individuals for national awards given by the AGA.

- ② Continue to invite the National awards nominations through the newsletter and offer incentives and rewards to members who submit nominations.