

Tips for Talking about Membership

Keep these tips in mind when contacting prospective members or talking with current members about ACOEM and component membership.

Recruitment

Questions to Consider:

Whether you are talking with or writing to your prospects:

- Put yourself in the prospect's shoes – is there something in particular that you believe ACOEM or component membership can provide them?
- Make sure that you provide your contact information including your phone and e-mail.
- Have you provided an action for the prospective member to take? For example, visit the website, watch a free webinar, or join.

In-Person Recruitment

- Rehearse or role-play a few times to prepare yourself for the verbal contact. The more comfortable you are with what you will be saying, the better you will come across.
- Identify yourself, your component, and your position within the organization
- Explain the reasons why you belong to the College and component
- Sell the benefits of belonging, especially ones that you participate in.
- Highlight what makes your component or ACOEM unique.
- Make sure you mention any upcoming programs or events.
- Close the contact by asking for a commitment to join or having them join our [mailing list](#) to receive ACOEM communications.

Retention

Questions to Consider:

Whether you are talking with or writing to your current members:

- Consider thanking current members for their support of the College and your component through their membership.
- Put yourself in the members' shoes – is there a particular reason the member joined? Or a benefit that most of your members use? Help the member remember why they continue their membership.
- Make sure that you provide your contact information including your phone and e-mail.
- Have you provided an action for the member to take? For example, checking out a new benefit such as a webinar or podcast to demonstrate growing membership value or participating in a member referral program to encourage others to join.