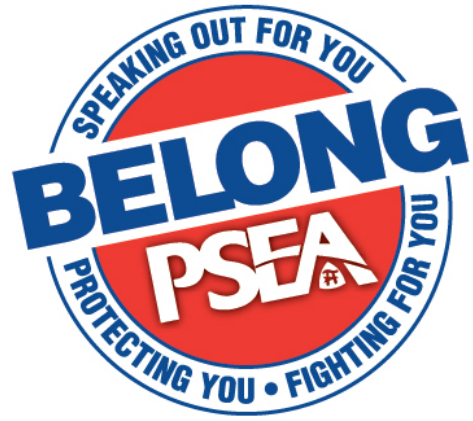


PSEA'S BEST PRACTICES: RETAINING MEMBERS

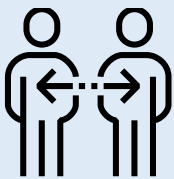
As Prepared by PSEA's Region Advocacy
Coordinators



OVERVIEW

The intention of this guide is to provide tips for membership outreach. The efforts outlined below to retain current members may overlap with the recommended efforts for recruiting new members.

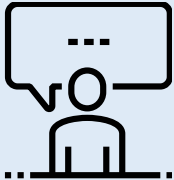
1. Identify Who is Best Suited to Promote the Association



Membership Chairs can work with Building Reps to develop a structure so that every member is assigned a designated union contact. Maybe your local already has a Member Action Team in place (maybe it's called a Membership Committee or is currently a committee of one!) Think about how to create the structure to divide your membership roster among a team of members who can reach out to their assigned members throughout the year.

Ideally there would be one Building Rep to 15 members. The structure can be decided based on the specific dynamics of the Local. This can be critical to establishing two-way communication within the Local where members know whom their point of contact is whether we are working remotely or in the buildings.

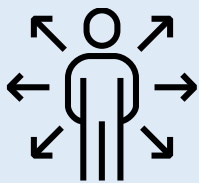
2. A Little More Talk; Less Transaction



How do we move away from a transactional impression of the Local and toward one that inspires action and community? When we focus on membership and our current information outreach methods. It is important to ask ourselves if members aren't hearing from us, who are they hearing from? Locals can use a multi-faceted approach to communications:

- Conversation either in person or over the phone
- Email to introduce yourself as the members' point of contact for the local, share your personal contact information, ask for a cell phone number; consider using a fillable PDF form to capture contact information from members and save it in one central location, accessible by the Membership Chair.
- Survey member interests: PSEA has form surveys to use as a guide when talking to new hires but this can also be used as a membership-wide survey to find out what the interests are among the membership. Or if there is a district/building-specific issue, create an online survey for all members to provide feedback and establish a way for building reps/Member Action Team to follow up.
- Consider making some kind of virtual introduction (PowerPoint or video) for officers or building reps to introduce themselves and provide information on the Local to all members. (Specific topics can vary and may be different per building, or a general topic could be featured such as reviewing one section of the contract.)

3. End Conversations with an Action



Be sure to end conversations with an ask or an expectation for action. It can be as simple as “Can I count on your support for XYZ?” OR “Since you have a strong knowledge base in graphic design, can you help the local design a flyer for XYZ?”

Make plans to check in again at another time. Determine what the follow-up method looks like. If the initial ask is ignored, what happens next, who follows up? What happens if the person assigned to have a conversation can’t do it, or it didn’t go well?

CHART YOUR OUTREACH

Here is an example of how to keep outreach efforts organized. Before starting to chart your membership, be sure you are using a current bargaining unit list. One can be requested by the Local annually. If you are tracking your conversations with members, the Membership Chair can save a chart like this in a shareable form (such as a Google Doc) so building reps can build onto it throughout the year.

Name	Position / Building	Point Person	Contact Date	Follow Up	Interest Level

INFORMATION PROCESSING

We all have our own preferences for receiving and expressing communications. It is recommended to have a plan in your local association that addresses multiple communications methods for prospective members and current members. The summer presents an opportune time for Local Leaders and Membership Chairs to establish a routine of regular communication outreach.

- ☐ Does your local utilize social media?
- ☐ How do your nonmembers receive information from the local? Consider a public facing social media presence.
- ☐ Do you have “check in” calls phone-tree style now that we’re working remotely?
- ☐ Do you have an accurate list of cell phone numbers for members in addition to personal email addresses?

