

BEST MEMBERSHIP MARKETING (RECRUITMENT & RETENTION) AWARD

AFE recognizes local chapters who demonstrate outstanding practices for promoting the value of membership in AFE and their local chapter. Award recipients in this category must complete the nominee submission process and demonstrate the nominee's strategy, print, web or other outreach samples, and results in member growth or participation.

All nominations must be submitted electronically by Monday, August 15, 2011.

Chapter name and number _____

Chapter president _____

E-mail _____ Phone () _____

Nominated by _____

E-mail _____ Phone () _____

Award category

- Small Chapter (65 members or fewer on July 1, 2011)
- Large Chapter (66 members or more on July 1, 2011)

Chapter information

New members from June 30, 2010 to July 1, 2011

Net growth from June 30, 2010 to July 1, 2011

Submission Guidelines

1. Describe the Chapter's overall strategy for attracting new members and retaining present members. Include target goals for new membership and retention of membership. How is this tied into the Chapter's strategic plan? (0 – 25 pts.)
2. What is the procedure for recruiting and following up with prospective members? How successful has the Chapter been in converting prospects into members? Include approximately how many prospective members are contacted yearly and how many join the Chapter. Include target goal for new membership. (0 – 25 pts.)
3. What strategy does the Chapter employ to retain its members? What feedback instrument is used to measure satisfaction? Describe, in quantifiable terms, how this strategy has strengthened the Chapter. (0 – 25 pts.)
4. Have there been any instances where a membership strategy was not successful? Describe. How would the Chapter handle this strategy differently to ensure success? (0 – 15 pts.)
5. How many members serve on the membership committee? How often does the committee meet? (0 – 10 pts.)

Submission process

- Submission should cover activities from June 30, 2010 – July 1, 2011
- Forms must be submitted electronically and received at AFE no later than August 15, 2011
- Font size should be at 12-point, in an easy-to-read font such as Arial or Calibri
- One page per question is the recommended submission length (5 Pages total)
- Attachments can be added for clarification (must be submitted electronically)
- All communications regarding this entry will be directed ONLY to the individual listed in the section "Nominated by:"
- All submissions will be reviewed by the respective Region Vice President (RVP) for the nominated Chapter's region for pre-qualification.
- Nominations receiving the RVP's recommendation will be forwarded to the AFE Awards Committee for final selection.

Regional Vice President

Phone _____

Submit nominations and all attachments to AFE at
TThomasHall@AFE.org
or via fax to 571/766.2142