***How to Solicit Members to PRSA--***

Professionals may consider joining trade associations for a number of features and advantages:

* Support the PRSA Mission and Focus
* Professional Networking
* Professional Development
* Educational Events
* Best Practices
* News and Information
* District/National Conferences
* Awards Programs
* Conventional/Emessaging and Publications
* Job Board Postings

But these are “table stakes”…all professional associations offer these types of important aspects. Members take action in joining when the deeper benefits they receive alleviate their personal “pain points”:

* Leadership Training/Certification Within the Profession for Advancement/Promotion
* Professional Mentorship Development Within the Profession
* Sectional Skill Focus to Specialize and Enhance Status/Job Opportunities
* Communications Industry Thought Leadership Channeling
* Industrial Ethics Enhancement
* APR Accreditation/Fellow Recognition Development
* Purchasing Power to Save Costs
* Cost Savings Membership Initiation Efforts
* Special Tools They Cannot Get Elsewhere

When they sit down to write an annual dues check, oftentimes on their own, and they ask themselves why, we lose them if we have not already sold them on the benefits.

The best approaches to membership development, retention and enhancement are to “build a personal CASE”:

* **C**ommunicate
	+ Talk to them at meetings
	+ Call them on the phone
	+ Trade emails and e-contacts
* **A**rticulate
	+ Tell them why PRSA is important to you
	+ Tell them why they need PRSA
	+ Tell them why PRSA needs them
* **S**ocialize
	+ Invite them to lunch
	+ Introduce them to people for personal/professional connection
	+ Be a mentor and/or seek a mentor
* **E**ngage
	+ Invite them to attend a meeting
	+ Solicit their input for ideas
	+ Find ways to get them involved in activities

Studies show that if you build a **CASE**, getting them as members and keeping them retained in PRSA is that much easier!

Take advantage of National membership programs, including the current “Free Chapter” dues effort through August, the “Member Get a Member” promotion through May, and the great potential of saving money and getting additional members from group membership offerings.