



MAKING THE LEAP FROM CHAPTER OF EXCELLENCE TO: REMARKABLE - WILL ROGERS CHAPTER

*Submitted by Cynthia Bradley, CPS
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I think we would all agree that there are **THREE** general reasons people get involved in IAAP and will make time to be involved:

1. **PROFESSIONAL/PERSONAL DEVELOPMENT** - keeping up with technology and making their lives easier, bettering themselves, and career satisfaction
2. **CONTRIBUTION TO A "GREATER GOOD"** - helping the needy, mentoring others, volunteering for causes that are relevant
3. **BELONGING TO A COMMUNITY** - building relationships while fulfilling professional and personal needs

Knowing, understanding and living the mission of IAAP is key to filling members' needs. And, how we define ourselves as IAAP Members needs to be something with which all current and potential members can identify. Our words about the Will Rogers Chapter need to mean something to current members and potential members, so make them personal. Don't simply refer members or potential members to our literature or website, give them your own description in your own words about your personal experience as a member...*cast the vision.*

When talking to members or potential members about IAAP, hit their **HOT BUTTON**. THEIR W.I.I. FM radio **BUTTON** (*W. I. I. FM = What's In It For Me*).

HOW CAN YOU DO THAT?

Use the **FEATURE, BENEFIT and SOLUTION** method. For example, instead of begging members to help sell candy to raise money for the chapter, talk about the opportunities, benefits and solutions. When members sell candy, they will have a reason to network with others and tell them about IAAP, and the proceeds will help the chapter continue to host an annual APW conference that benefits all members. The feature here is selling candy, the benefits are networking with others and recruiting new members, being able to attend an educational conference, and contributing to the greater good. The solution is funding the APW conference. Using the benefits and solutions approach makes things personal and will hit the hot buttons that will help get the features needed from members and potential members.



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Giving your testimony to members and potential members will hit their **HOT BUTTONS** and motivate them to see the value of IAAP, will keep them connected, and will result in a more active member.

So, don't hesitate to tell people about the benefits you're getting from your membership. Let others know what you are learning each month and how you are applying that knowledge in your life. Tell people how networking within the chapter helped you land a great new job or learn a new skill. Share how being a member provided you with the opportunity to study for the CPS exam for free. These are the things that testify of the value of membership in the WRC.

These methods of encouraging current members and recruiting potential members for IAAP may seem like natural logical things, and rightly so. However, what this isn't is automatic. What this must be is deliberate if we are to develop more active chapter members and grow our chapter by recruiting new members who will be actively involved.

Remember the members set the pace for the Will Rogers Chapter. We can do more and achieve more and reap more benefits from our memberships individually when all our members are actively involved members. Furthermore, we will naturally attract more members who will be active when we set the example of being actively involved ourselves.

Be a remarkable member this year by simply taking action deliberately to encourage members to be actively involved, and by recruiting new members. In so doing we each have an opportunity to help our chapter not only achieve the Chapter of Excellence rating, but be a truly **REMARKABLE** chapter this year.