

# Section Toolkit

## Membership Growth

Resources for Section Leaders

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# Table of Contents

Overview .....	3
Formation of a New Section.....	4
Growing your Section Membership .....	5
Attract Visitors .....	5
Boost Attendance .....	6
Convert Guests to Members .....	7
Retain Existing Members .....	8
Other Available Resources .....	9
Sample Dropped Member Phone Script.....	10
Sample Welcome Letter to New Members.....	11
Sample Letter to Prospective Members .....	12
Sample Letter of Invitation to a Corrosion Company.....	13

# Overview

Each Section Toolkit is intended to provide resources and ideas to help Sections become more involved with NACE International while providing value to the local members of that Section. Each Toolkit covers a topic that can help a Section develop connections, host value seminars, develop tomorrow's generation and engage membership.

The Membership Growth Toolkit can help new Sections looking to form, as well as established Sections looking to increase their membership. Resources are also available to help your Section communicate with your members.

The materials included are intended for Section Leaders to share with their membership.

For any questions regarding this Toolkit, please contact Cindy Tracy, Section Support Specialist at NACE.

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## Formation of a New Section

The Section Operating Manual is located at the Section/Area Officer Resources page, under the Operating Manuals/Policies, select the pdf file for [Section Operating Manual](#).

1. The first step to starting a new Section is to find ten (10) interested local members to sign the "Petition for Formation of a Section" which is Appendix B of the Section Operating Manual. Student Sections must submit Appendix C of the Section Operating Manual.
2. Petitioners elect/list officers for the first year. These positions include:
  - Trustee
  - Chairman
  - Vice-Chairman
  - Secretary/TreasurerThrough a majority approval of the voting members of the Governing Board, the position of Secretary/Treasurer may be fulfilled by one individual or designated to be fulfilled by two individuals serving in each role (Secretary and Treasurer) separately.
3. Completed petitions with the names and addresses of elected officers shall be forwarded to the area chairman. It is the duty of the Chairman to submit this petition to the Area board of trustees for their consideration.
4. Area Board will review and approve petition.
5. Upon approval by the Area BOT, the new Section officers shall be required to sign the Section Affiliation Agreement. New Sections shall not be considered active until a Section Affiliation Agreement is executed between the Section and NACE International.

# Growing your Section Membership

There are four keys to growth within your Section:

1. Attract newcomers
2. Boost attendance
3. Convert guests to members
4. Keep existing members

## Attract Visitors

Attracting new members is the first step to growing your local membership. It is important to seek new members constantly. For example, perhaps a fellow colleague at your company would be the perfect new member for your Section.

1. Send meeting announcements to local publications
  - It is important to announce your upcoming meetings as much as possible. Don't forget your most important resource, your NACE Section Website. Prospective members often find the information they are seeking online as opposed to contacting an individual, therefore it is important to keep your section calendar updated online with details on your upcoming meetings. Many local publications also offer community calendars which may be worthwhile options to investigate, try your local paper, chamber of commerce or community events calendar.
2. Plan a joint meeting with another society
  - Is there another society with similar interests in your area? Some Sections host joint meetings with similar interest groups that have a local membership as well. This is a great opportunity to not only share what your local Section is doing, but also an opportunity to find new members from a similar group. Perhaps a quarterly meeting with another society will allow exposure of your Section to a new group of prospective members.
3. Invite visitors to attend their first meeting for free
  - Prospective members may not be willing to invest into an organization until they see what is in it for them. Offer prospective members the opportunity to visit a meeting for free so they can experience your



Section and see the value that your organization can provide. After the meeting, be sure to follow up with these individuals to see what they thought about your Section and offer them a membership application to join so they can attend future meetings as well.



#### 4. Promote meetings at industry events

- If you have an opportunity to host a table top exhibit or pass out fliers at another industry event, take advantage of this opportunity to share information about NACE International and your local Section. Feel free to contact NACE Headquarters for membership brochures and information about the association. NACE is happy to provide you the resources you need for any industry events.

## Boost Attendance

#### 1. Vary meeting day, time, location and format

- To appeal to various members, it is recommended that meeting schedules vary to accommodate all members. For some members, lunch meetings may be the best option; however, other members may not have the flexibility to attend meetings during the work day and would prefer evening functions. If your Section is located in a large metropolitan area, members from the north side of town may be unable to make it to the south side of town in time for a meeting and vice versa. By varying your meeting days, times and location you will ensure that all members have the opportunity to attend a meeting at their convenience.

#### 2. Invite special guests to meetings/functions

- Invited guests can be a draw for Section members to attend a meeting. A local expert in a particular subject matter as a speaker may be appealing or invite NACE Area leaders to a meeting or event hosted by your section. Special guests not only show your members that your Section has support, but also provide additional value to your events.

#### 3. Follow up with visitors

- Some Sections elect to have a membership chair follow up with visitors and members after meetings. If a member was attending Section meetings on a regular basis and has been absent for the last few meetings, having your Membership Chair follow up to see if anything, such as work demands have changed may provide insight into member needs. For example, perhaps that member has not updated their email and is no longer receiving meeting notices. It is important to follow up with your members and make sure there



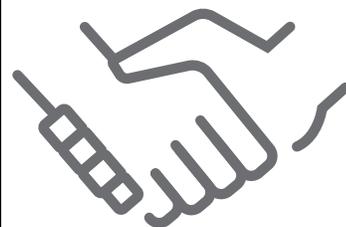
are no issues which are preventing them from attending and equally important to follow up with visitors to see if they found value in your event. Visitor feedback can provide useful insight into what may draw new members.

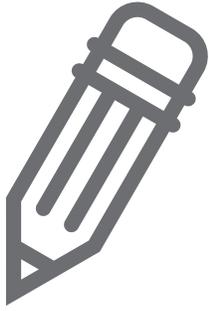
4. Contact new members (listed in monthly HQ reports)
  - Your monthly Headquarters report provides a list of all members in your Section, including new members who have joined in the past month. Some of these members may have received their membership complimentary from attending an education course and it is important to let these new members know what your local Section has to offer. These new members can be the key to boosting attendance at local Section events.



## Convert Guests to Members

1. Welcome visitors/new members consistently
  - Assign existing members to greet newcomers at meetings so they feel welcomed. This is another area where a Membership Chair may be a valuable part of your Section leadership. Making meeting guests to feel welcomed is very important, but it is also recommended that a Section follow up with guests within a week of a meeting to see what they thought and let them know when your next Section meeting is scheduled for.
2. Encourage all categories of membership
  - Do not limit your Section involvement to just individual members; student and corporate members are great areas to boost your membership. Student members are great prospects for Section growth; not only does your Section have the opportunity to mentor students during their education, you also have the opportunity to foster students into active and involved individual members who will help to perpetuate your Section and NACE International in the future.





## Retain Existing Members

1. Survey and talk to your members (survey tool available from NACE HQ)
  - NACE Headquarters can submit a survey on behalf of your section to members. It is important to get feedback from your local members to make sure that you are fulfilling their expectations. It is also a great opportunity to receive feedback from your membership. Surveys can help reveal topics and speakers your membership would like to hear, as well as help decide on preferred meeting dates/times. You can also use a survey to gauge member interest in fulfilling roles within the section. Perhaps there are more volunteers readily available to help than you thought.
2. Encourage members to volunteer
  - The more involved a member is and the more time they devote to the association, the more likely that member is to have a vested interest in supporting and growing the section. Many members are willing to volunteer if given the opportunity to serve. It is helpful to cultivate leaders in the section, so you always have a new batch of members ready to step into leadership roles.
3. Maintain updated list of members (check monthly HQ report)
  - Be sure to download your membership lists regularly. Your membership list should be the basis for the majority of your Section communication. Perhaps there are members within your section that you have never met at a meeting – call those members to ask what topics would be appealing enough to draw them to a meeting. It is also important to follow up with members who have allowed their membership to lapse; it might have been an oversight and your friendly reminder may encourage them to renew. Creating a membership position within your section may be an excellent way to help retain your existing membership and grow more.
4. Communicate routinely with Members
  - Make sure that members feel engaged with your Section and that you are happy to have them. Welcome new members right away, check in with members after 90 days, send renewal reminders and follow up after expiration. It is important to make sure that your members do not feel forgotten.



# Other Available Resources

There are several toolkits available to Sections to help drive membership. All toolkits are available online.

The screenshot shows the NACE International website's 'Section/Area Officer Resources' page. The top navigation bar includes links for NACE INSTITUTE, NACE FOUNDATION, NISAP, IMPACT PLUS, SECTIONS & AREAS, CAREER CENTER, and MY ACCOUNT. The NACE logo is prominently displayed with the tagline 'NACE equips society to protect people, assets and the environment from the adverse effects of corrosion.' and a '75th Anniversary 1943 - 2018' banner. A secondary navigation bar highlights 'MEMBERSHIP' among other categories like TRAINING & EDUCATION, COMMITTEES, EVENTS, RESOURCES, ABOUT, and STORE. The main content area is titled 'Section/Area Officer Resources' and is organized into three sections: 'Operating Manuals/Policies', 'Toolkits', and 'Officer Templates/Marketing'. Each section contains a list of downloadable documents with their respective file sizes.

Section	Document Name	File Size
Operating Manuals/Policies	Area Operating Manual	(pdf 275k)
	Section Operating Manual	(pdf 456k)
	Policies and Procedures Operating Manual	(pdf 440k)
	NACE Brand Logo Guide	(pdf 353k)
	NACE Bylaws	(pdf 275k)
	Code of Ethics	(pdf 47k)
Toolkits	Connections	(pdf 945k)
	Grow	(pdf 455k)
	NACE Connect	(pdf 1.1m)
	Student Handbook	(pdf 798k)
	Webmaster Guidelines	(word 1.2m)
Officer Templates/Marketing	NACE Section Sponsorship Flyer	(pdf 3m)
	NACE Business Cards	
	Area Director & Section Officers	(pdf 1.4m)
	Section Trustee's Semi-Annual Report	(pdf 32k)



# Dropped Member Phone Script

Hi, is this \_\_\_\_\_? This is \_\_\_\_\_, the chair of your local NACE Section.

I'm calling today because I see that you haven't yet renewed your NACE membership. I hope it's just an oversight, because we need members like you to keep our Section going strong.

Perhaps you're not aware of all the benefits you gain by being a member—free, unlimited downloads of reports and conference papers, and subscription to *Materials Performance* magazine just to name a few. The local networking opportunities alone make it worthwhile.

## **Possible replies**

### *If the answer is yes:*

- I'll send it in immediately
- You can renew online at [www.nace.org/renew](http://www.nace.org/renew) or by calling NACE at 281-228-6200. Thank you, and I look forward to seeing you at our next meeting.

### *If answer is: I'm still not interested.*

- May I ask why you decided not to renew?
- I'm sorry that you feel that way. I know other members of our Section that felt that way until they found that the benefits really helped them in their work. If you like, I can send you the next few Section emails so that you can see what we're up to locally.
- Anyway, thanks for taking the time to speak with me today, and I hope that you will reconsider membership at some point.

*(Collect answers and let the membership department know why members are not renewing.)*

This sample letter template can be recreated to help market your NACE Section and Events.



# Welcome Letter to New Members

Date #####

First NAME Last NAME

Company

Address

City, State Zip

Dear #####:

I see that you have recently joined NACE International as a member and I'd like to personally welcome you not only to NACE, but to our local Section as well.

The NACE ##### Section meets regularly on the ##### of the month. We hope you will be able to attend these valuable meetings since they will more quickly familiarize you with NACE and all it has to offer. Our next meeting will be on ##### and we would like to offer you complimentary registration to attend your first meeting.

Welcome to NACE International! We hope to see you at a meeting very soon. If you have any questions regarding our local Section, I hope you will contact me for assistance.

Sincerely,

NAME

This sample letter template can be recreated to help market your NACE Section and Events.



# Letter to Prospective Members

Date #####

First NAME Last NAME

Company

Address

City, State Zip

Dear #####:

I understand that you've expressed an interest in membership with NACE. As the ##### Section chairman, I'd like to invite you to our next Section meeting on ##### I'm sure you will find our meetings very beneficial and I would be happy to answer any questions you may have about NACE membership.

We welcome your attendance and I hope to have the opportunity to discuss with you what are some of the most valuable attributes of this organization.

Sincerely,

NAME#####

This sample letter template can be recreated to help market your NACE Section and Events.



## Letter of Invitation to a Corrosion Company

Date #####

First NAME Last NAME

Company

Address

City, State Zip

Dear: #####

I write to you as a local colleague in the corrosion industry. NACE International, the leading association representing corrosion control professionals, has a local Section in your area and we wanted to make sure that you and your employees are aware of local educational and networking opportunities.

As the local Section chairman of the NACE ##### Section, I want to invite you and any of your employees to our next Section meeting scheduled for #####. Our speaker for this meeting is ##### with ##### it will be very informative and I hope you will attend.

Local meetings provide a great opportunity for your employees to network with those in the field and offer great opportunities for continuing education and knowledge from our expert presenters.

If you are unavailable to attend our upcoming meeting, I hope you will be able to attend a meeting with us in the future. You may contact me at any time for questions related to NACE International or our local section.

Sincerely,

NAME #####