



# MEMBERSHIP: Recruitment and Retention Best Practices

Jamilah Dalton, CECR Membership Co-Chair  
Marcia Attmore, CECR Membership Co-Chair

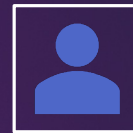
2024 CENTRAL EAST COAST REGION FALL MEETING



# Recruitment and Retention



Strategies to  
Attract and  
Acquire New  
Members



Design an  
Effective New  
Member  
Onboarding  
Process



Tactics to Build  
and Support  
New Clubs



## Strategies to attract new members

- ▶ Outreach
- ▶ Benefits of Membership
- ▶ Membership Marketing
- ▶ Personal Development & Connections
- ▶ Meet & Greet

A photograph of two women shaking hands, overlaid with a dark grey semi-transparent filter. The woman on the left is wearing a light-colored blazer, and the woman on the right is wearing a dark sleeveless dress. Both are smiling and looking at each other. A solid blue rectangle is positioned in the top right corner of the image area.

# New Member Onboarding Process

TIPS TO MAKE NEW MEMBERS FEEL WELCOME

# Tactics to Build and Support New Clubs



Strategize



Implement



Mentor



THANK YOU!