BCHW MEMBERSHIP DEVELOPMENT

RETAINING CURRENT BCH MEMBERSHIP

WHO IS OUR AUDIENCE (2)

Who do we want to reach?

BCH members are of all ages and backgrounds. They have a variety of skills, talents, interests and abilities. We need to show that BCH is interested in them and provides meaningful fulfillment for what they are looking for.

Our first step in retaining members is to identify the audience that we need to address. In this module we are addressing those individuals that have been guests as well as all current and past chapter members.

Which of the following are you currently contacting and which are ones that you want to include in your effort to retain members?

Guests that have attended one or more meetings

Members that are members in name only and do not attend meetings

Members that occasionally attend meetings and other chapter events

Members that attend regularly but do not take an active part in activities

Members that take an active role in maintaining the chapter

Members that have discontinued their chapter membersheip