Engagement is at the heart of retention. The more engaged and connected a member feels the more likely they are to renew their membership. Below are some ideas to help your chapter engage with members with the ultimate goal of increasing retention rates over time.

1) Check in. Three to four months before a member’s renewal date have a volunteer call or email to thank them for their membership, ask how their chapter experience has been this year, and encourage them to renew when the time comes.

2) Shout out. Member callouts are a great way to engage. Use your communications vehicles to spotlight members who are: new to the chapter, have just landed a new job or promotion, or recently received a designation.

3) Make it personal. Think about targeting members who don’t attend chapter meetings and events by personally inviting them to an upcoming event. Personal connections can make members feel like they are part of the chapter community and that will carry weight when the decision to renew is made.

4) Ask for feedback. Surveying members gives them an opportunity to have their voice heard and helps the chapter gather data on their audience. Some ideas for surveys include: new member check-in, topics for upcoming events, charity/community engagement suggestions, and newsletter content feedback. Each chapter taking advantage of the ASSE webhosting package has access to PollDaddy to create and manage their chapter’ surveys.

5) Remind. Don’t forget to utilize Officer Central to pull lists of members who are in their last month of membership. Sometimes one more nudge, especially when it comes from a peer, is all it takes to motivate a member to renew their dues. [www.asse.org/oc](http://www.asse.org/oc)