

New Member Retention Plan

Time From Join Date	Action	By Who
Within 24 – 48 Hours	Welcome letter, chapter directory or member listings, benefits guide, web access info	Chapter Membership Director
<i>Within 5-7 days of new member joining the chapter</i>	<i>Welcome Phone Call</i>	<i>Chapter President</i>
2 Weeks	<i>Send New Member/Benefits Packet</i>	Chapter Membership Director
1 month	<i>Discuss membership in national ASHE and its benefits</i>	Chapter Membership Director
2 months	Discuss benefits, history of chapters and extend an invitation to join a committee/volunteer	Chapter Membership Director
3 months	Invite to attend a meeting or special event (if haven't already) via phone	Chapter President
6 months	New Member Survey	Chapter Membership Director
10 months	Thank you for being a member letter – restate accomplishments for the year	Chapter Membership Director
11 months	Thank you for renewing letter with invoice	Chapter Membership Director
12 months	Letter or phone call asking about "how we are doing" and how can we keep you involved	Chapter President

Adopted from the Independent Electrical Contractors (IEC) and modified by ASHE