

NH STATE COUNCIL  
MEMBERSHIP SERVICES  
At Large Member Recruitment Ideas:

- Telemarketing Campaign
- Discounted Membership Chapter Offer
- Attend Local Chapter Meeting – Name Entered into Drawing for free Granite State HR Conference Registration fee
  - Define Attendance Fee (free or not)
  - Define Timeframe – 3 Month / 6 Month
  - Define Payment – local chapter / State Council and/or both
  - Define how many drawings
- Network Social Night
  - Host hors d'oeuvres & wine social
  - Chapter members / chapter board members / state council board members / guest speaker (quick snippet)
  - Determine place
  - Define cost
  - Advertise
  - Personal Invitations
  - Raffle Item
  - Slideshow
- Running Banner on Chapter Websites
  - Identify Message
  - Define Time Period
  - Chapter Designation Form – Front Page of Chapter websites
- Chapter Coupon Program
  - Select Pilot Chapter
  - Define program
  - Determine tracking mechanism
  - Project cost
- Tri State Conference
  - Offer Special to At-Large Members
  - Run one special program topic/track for At-Large Member attendees
- ❖ Conference Call – Attempted on March 16, 2010
  - Notified all Chapter Membership Chair/VP's
  - Only (1) chapter in attendance
  - ✓ Need Chapter Presidents to notify Membership Chair/VP's of my name, email information and purpose of my outreach.
- ❖ Took part in SHRM Northeast Region Membership CLA Conference Call on 2.9.09