

AGO SANDIEGO  
CHAPTER MEMBERSHIP  
PLAN

2019-2020

IN-SPIRE

INVESTIGATE

SELECT

PREPARE

INITIATE

RELATE/RESPOND

EDUCATE

## **INVESTIGATE**

- CURRENT MEMBERS
- FORMER MEMBERS
- POTENTIAL MEMBERS

## **SELECT**

- TARGET AUDIENCES  
Demographics by Age, Workplace, Interests, Experience

## **PREPARE**

- Board Visioning Sessions
  - What is our Mission?
  - Who are our clients?
  - What are we doing right?
  - What's missing?
  - Are we in touch with reality in a changing world?
  - What are our next steps?
- Client Visioning Sessions
  - What's in it (AGO Membership) for me?
  - What will speak to my needs?
  - How do we validate the future existence of the local and national AGO?

## **INITIATE**

- Provide membership incentives for new or former members.
- Host a new members dinner and opportunity to network.
- Sponsor numerous professional development opportunities and include food/refreshments at all events.

## **RELATE**

- Track attendance and follow-up with surveys.
- Contact all members by writing a personal note (old school snail-mail) and following-up with a call once a quarter.
- Set up regional leads as a "go-to" contact for members in their area.  
(San Diego Central, San Diego North, San Diego East County, San Diego South-Bay)

## **EDUCATE**

- Working in partnership with our amazing Education Coordinator: Leslie Wolf-Robb and Civic Organist Raul Prieto Ramirez, initiate a youth program to introduce young people, Kindergarten-University, to the organ. This is being piloted at California State University, San Marcos in the Spring Semester of 2020.
- Continue the work being initiated by Education Coordinator Leslie Wolf-Robb.

- The board will keep exploring ideas and strategies for membership development by looking at other business and organizational models.