



Associations Forum National Conference 2017 (#AFNC17) Membership Special Interest Group Workshop

The **Membership Special Interest Group (SIG)** is for associations, charities and other not-for-profit organisations. This group aims to connect those working in the membership area of associations and other NFP organisations, with a view to the sharing of ideas, knowledge and visions. To be part of this group you need to be working or volunteering for an association or other NFP. We also welcome students & others interested in the association sector.

To join the **Membership SIG LinkedIn group** go to [LinkedIn](https://www.linkedin.com/groups/13505288)
(<https://www.linkedin.com/groups/13505288>) or email claire@associations.net.au.

Workshop topic: Membership Recruitment & Retention

Workshop discussion points:

- What are your top 3 strategies for recruiting new members?
- What is your main strategy for acquiring younger members? Are you targeting specific generational groups and if so how?
- What are your top 3 strategies for getting back members who have not renewed their membership?