

APS Units: Recruiting & Retaining Members

The APS Membership Department is available to assist unit officers with implementation of recruitment and retention campaigns. These efforts may include recruitment at APS and unit meetings, providing officers with lists of current or lapsed unit members, marketing to other unit members (after getting approval from that unit) who may have an interest in your unit, etc.

For example, many units choose to contact active APS members whose membership in a specific unit has lapsed during the previous calendar year. Using a list supplied by APS, an email or e-mail letter can be sent to these members in an effort to encourage them to rejoin the unit (see samples below). Undertaking such a project on a yearly basis is an effective way to track and recruit lapsed members. In addition, with unit officers changing regularly, an annual project such as this is a standard way to involve new officers in retention efforts.

NOTE for Sections: Once a year, each APS section is permitted an email to all active APS members residing in the geographic region the section serves. This email announcement informs APS members of the benefits of joining a section, encourages them to do so, and provides section news and upcoming event notifications. Since section membership is free, a link within this email can take members to the APS website, where they may join the section online.

Below is additional information on recruitment and retention ideas for APS units.

Unit Member Recruitment

- 1) **Appoint a Unit Membership Coordinator:** This individual should be the primary contact between your unit and the APS Membership Department for matters of unit recruitment. It is wise to appoint this person as a long-term contact that can establish a relationship with APS. To do so, contact Jennifer Pirnat (contact information below).

- 2) **APS Meetings:** Take advantage of the thousands of fellow scientists in attendance at the annual APS March and April meetings. Your unit can recruit at either meeting around related sessions; check with APS Membership to find out how. If you want to recruit at your own unit meeting, have individuals join APS and your unit online at www.aps.org/membership/join.cfm to receive the member registration rate.

- 3) **Student Members:** Undergraduate and graduate students enrolled in North America may join APS with the First Year Free Trial Membership. In addition to free forums and sections, this offer includes free membership in up to two APS divisions or topical groups. After the first year free, students may continue their APS membership at a discounted rate and keep the two free divisions or topical groups for as long as they are a student member. If you know of an interested student, please direct them to <http://www.aps.org/membership/student.cfm>.

Undergraduate students are members of SPS (Society of Physics Students) can receive free membership in one of AIP's ten member societies for up to three years. Students can

visit: <http://www.spsnational.org/about/benefits.htm> and choose APS as their member society, although any unit or subscription fees are not waived with this membership option.

- 4) **Add a Unit Online:** Society members may join your unit anytime by visiting <http://www.aps.org/membership/services/index.cfm>.
- 5) **Encourage your own colleagues:** Coworkers, lab colleagues, even old classmates are excellent candidates for APS and APS unit membership. Make a point to share information about your unit with your own contacts - they will be more likely to respond if they value the opinion of the individual recruiting them rather than an anonymous e-mail or letter.

Unit Member Retention

- 1) **Constantly check the Unit's MVS (Membership Vital Signs):** Annual and Quarterly reports are always available on www.aps.org/membership/units/index.cfm. To check other statistics (e.g. distribution of member types, geographical representation, gender, etc.), contact Trish Lettieri, APS Director of Membership (contact information below).
- 2) **Membership retention should never be crisis marketing:** Retention should be a constant priority for your unit, not something focused on only when your numbers begin to drop. Effective, consistent recruitment and retention efforts will ensure stable-to-growing membership as well as establish routines for future officers.
- 3) **Benefits, benefits, benefits:** Current members of your unit will be more likely to renew if the benefits of membership are clear and obvious to them. Make sure that your members can easily identify the worthwhile reasons they belong to your unit, from your annual meeting to more regular mailings or networking opportunities.

For further assistance, please contact the APS Membership staff (email addresses are created by last name plus A@aps.org):

Trish Lettieri, Director of Membership
(Statistics and Reporting)
301.209.3272

Jennifer Pirnat, Membership Marketing Administrator
(Recruitment & Retention Efforts, Member/Fellow Labels and Lists)
301.209.3275

(DATE)

Dear Colleague:

We are pleased to learn that you renewed your membership in the American Physical Society for the current year. We noticed, however, that you did not renew your association with the (UNIT - FULL NAME). We would like to take this opportunity to invite you to rejoin (UNIT). The fee is only \$7.00, and enables (UNIT) to continue in its efforts of providing quality meetings and active communications with our members through mailings, newsletters and email.

Your continued membership in (UNIT) is also important as it directly relates to the amount of influence the division has on APS operations. Also, the number of divisional members dictates the number of scientists nominated to fellowship by (UNIT). By participating, you strengthen the prestige and professional standing of (unit discipline) physics.

A membership form for the (UNIT) has been enclosed for your convenience. We would be pleased if you would return the appropriate dues amount with a completed form and participate with us again this year. *(Closing paragraph if sent by US Postal Service)*

To participate with us again this year, please go to <http://www.aps.org/membership/services/index.cfm> or contact a Membership Representative at 301-209-3280 to rejoin (UNIT). *(Closing paragraph if sent by email)*

Sincerely,

Name
Chair/Secretary-Treasurer, UNIT name

(DATE)

Dear Colleague:

We are pleased to learn that you renewed your membership in the American Physical Society for the current year. We noticed, however, that you did not renew your association with the (UNIT - FULL NAME). We would like to take this opportunity to invite you to rejoin (UNIT). If (UNIT) is one of your first two forum memberships, it's free. Otherwise, the fee is only \$7.00, and enables (UNIT) to continue in its efforts of providing quality meetings and active communications with our members through mailings, newsletters, and email.

Your membership in (UNIT) is also important as it directly relates to the amount of influence the forum has on APS operations. Also, the number of members dictates the number of scientists nominated to fellowship by (UNIT). Forum correspondence and meetings also keep you updated on current issues, trends and other philosophical issues.

A membership form for the (UNIT) has been enclosed for your convenience. We would be pleased if you would return the appropriate dues amount with a completed form and participate with us again this year. *(Closing paragraph if sent by US Postal Service)*

To participate with us again this year, please go to <http://www.aps.org/membership/services/index.cfm> or contact a Membership Representative at 301-209-3280 to rejoin (UNIT). *(Closing paragraph if sent by email)*

Sincerely,

Name
Chair/Secretary-Treasurer, UNIT name

(DATE)

Dear Colleague:

We are pleased to learn that you renewed your membership in the American Physical Society for the current year. We noticed, however, that you did not renew your association with the (UNIT - FULL NAME). We would like to take this opportunity to invite you to rejoin (UNIT). Membership in (UNIT) is free and allows us to continue in our efforts of providing quality meetings and active communications with our members through mailings, newsletters and email. Your continued membership in (UNIT) is important. (UNIT) offers physicists, such as yourself, the opportunity to attend multi-disciplinary meetings to discuss important research with your colleagues within the region, and it provides an excellent opportunity for both undergraduate and graduate students to present their research results. As most members reside or work in this area, participation in sectional meetings has the additional benefit of economy; this is particularly important for students.

A membership form for (UNIT) has been enclosed for your convenience. We would be pleased if you would return the appropriate dues amount with a completed form and participate with us again this year. *(Closing paragraph if sent by US Postal Service)*

To participate with us again this year, please go to <http://www.aps.org/membership/services/index.cfm> or contact a Membership Representative at 301-209-3280 to rejoin (UNIT). *(Closing paragraph if sent by email)*

Sincerely,

Name
Chair/Secretary-Treasurer, UNIT name

(DATE)

Dear Colleague:

We are pleased to learn that you renewed your membership in the American Physical Society for the current year. We noticed, however, that you did not renew your association with the (UNIT - FULL NAME). We would like to take this opportunity to invite you to rejoin (UNIT). The fee is only \$7.00, and enables (UNIT) to continue in its efforts of providing quality meetings and active communications with our members through mailings, newsletters and email.

Your membership in (UNIT) is important. Each topical group member counts toward the number of distinguished physicists or applied physicists nominated to fellowship by (UNIT). By participating, you strengthen the prestige and professional standing of (unit discipline) physics.

A membership form for (UNIT) has been enclosed for your convenience. We would be pleased if you would return the appropriate dues amount with a completed form and participate with us again this year. *(Closing paragraph if sent by US Postal Service)*

To participate with us again this year, please go to <http://www.aps.org/membership/services/index.cfm> or contact a Membership Representative at 301-209-3280 to rejoin (UNIT). *(Closing paragraph if sent by email)*

Sincerely,

Name

Chair/Secretary-Treasurer, UNIT name