

## Membership Resource Guide - Letter of Introduction

Dear Chapter board member;

On behalf of the Sun Region Marketing Team, I would like to introduce the Membership Resource Guide; **“3Rs” - Reach out, Recruit and Retain.** This guide was designed to assist you in promoting, strengthening and growing your chapters.

Since the late 1990s, EGA’s membership has been declining. The largest percentages of our members are well over 65 and we are challenged in the area of recruiting new and younger members. This is the core of our team’s mission *“...to increase membership in EGA by recruiting new members, retaining current members, and enhancing the awareness of needle arts and especially EGA in the community.”*

Your marketing team has completed two major projects that are intended to help achieve this mission:

1. A survey to guide region efforts to enhance membership value at the chapter level by identifying your educational preferences.
2. The Membership Resource Guide (**3Rs**), a resource tool designed to support and motivate chapter boards to promote, recruit and retain members.

To achieve success from our efforts to preserve our organization well into the future, chapter boards need to actively:

- embrace recruiting and retaining efforts as necessary and beneficial activities.
- set aside meeting time to assess their current efforts, create a plan and set goals.
- help their chapter members “buy into” these efforts for full participation.

**“3Rs”** will be available to all chapters in mid October. I am distributing this letter now to provide advance notice and hopefully create interest in

**“3Rs”** will be available to any EGA member on the Sun Region website [www.sunregionega.org](http://www.sunregionega.org). It is a work-in-progress that we hope will grow and improve over time. The least effective method of distributing this information would be to provide each chapter with a printed copy that would be filed along with other archived documents. I am not recommending that you begin by printing this document. I suggest you become familiar with the contents from your computer screen. Start by reviewing the Table of Contents and notice that by clicking on the page number next to the TOC item you will be automatically directed to that section. While in individual sections, you will also find links to items on the Sun Region website as well as other sections of the Guide. Finally, this document isn’t necessarily intended to be read from cover to cover. It is a resource that is designed to be utilized in the order that is most useful to you and your chapter.

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To follow the recommendations in this Guide, start with making a copy of the “Tools for Assessing Your Chapter” found in the Appendix. Plan time in an upcoming board meeting to answer the questions and as a group, begin to create a plan. Review the Assessing Your Chapter and Planning and Setting Goals sections to help you create a plan that is appropriate for your chapter.

The bottom line is to take an honest look at your chapter and ask the question: Do we present an organization that is appealing and satisfying to outsiders and members of our target audience as well as our current members?

We must focus on growing and strengthening our chapters and if we are successful, we will see the following results:

- Measureable increases in chapter membership.
- Meetings that serve new and old members with innovative programs.
- Communications that produce results (members and the public).
- Heightened EGA awareness in the community.
- Funding strategies that are effective.

To provide feedback, contact your marketing chairperson by e-mailing [marketing@sunregionega.org](mailto:marketing@sunregionega.org). A blog on our Sun Region website at [www.sunregionega.org](http://www.sunregionega.org) called “Sun Region Threads” has been established where we welcome information regarding your chapter’s successes as well as suggestions for improving the Guide. If you have created effective tools in addition to those in the “Tools” section of the guide, please send electronic copies of them to the marketing chair. We hope to provide updates in 6 months (March 2011) as well as conduct a survey by chapter about the use and usefulness of this Guide.

On behalf of your Sun Region Marketing Team, thank you for taking the time to read this letter of introduction. I hope your chapter will embrace this important program and will reap the benefits of growing our organization.

Jenna McClooney  
Sun Region Director