**Table of Contents**

AAAA Membership Quick Reference Guide

**Welcome**…………………………………………………………………………..……………….……….……..3

**The Basics of Membership**

Membership Value Proposition………………………………..…………………….……..….3

 Membership Committee…………………………………………..…………………………..…..4

 Before the Year Begins……………………………………………………………….………………4

 Throughout the Year…………………………………………………..………………….………….5

 Types of Membership………………………………………………………..…………….…………5

 Contact Us………………………………………………………………..………………….…………….6

 Additional AAAA Support and Resources……………….……………….………………….6

**Tracking and Retaining Members**

Tracking Members……………….……………………………..………..……………………………7

 Retaining Members…..…………………………………………..……….………………………….7

**Table of Contents**

**Marketing Membership**

AAAA Membership Programs………………………………………….………………………..8

 USAWOA & AAAA Joint Membership

Discount Membership

Life Membership…………………………………………………………………………….8

 AAAA Recruiter Programs………………………………………..……………………………….8

 Lapsed Membership Program…………………………………………………………………..8

 Membership Drops Rejoin Program………………………………………………………….9

 Strategies to Promote AAAA……………………………………………………………………..9

 Membership Growth Plan Worksheet……………..……………………………………….10

 Demographic Chart………………………………………………………………….……………….10

 Membership Growth Plan Considerations………………..……….……………….…….11

 Confidently Making the Case……………..……………………………………………….……11

 Overcoming Objections…………………………………………………………………….………12

**Welcome**

National AAAA created this quick-reference guide to help your local AAAA chapter attract new members and retain current members. The goal is to help you gain a basic understanding of AAAA resources and programs available to your chapter from AAAA. In addition to this guide we recommend you reference the AAAA website (quad-a.org).

**The Basics of Membership**

**Membership Value Proposition** answers the basic question of “Why should I join?” Through extensive research AAAA has determined the four primary reasons our members join AAAA:

Networking

Recognition

Voice

Support

We retain members when the values of these pillars are delivered. Chapter Membership VP’s must determine those value propositions important to the individual.

Here are a few tips to assist you in crafting your chapter’s value proposition:

* Know the needs of your members and potential members
* Identify your chapter’s most influential members and ask them why they joined and why they stay with AAAA. Communicate these answers to others
* Always think of what the prospective member needs; not what you need
* Know what the local membership competitors cost, offer, and deliver
* Set membership goals, have a plan to achieve them, and hold yourself responsible

While each AAAA chapter is unique to its region, the potential member population and leadership are the reasons to join and stay. These are the same across the spectrum. AAAA feels so strongly about the four pillars they were added to the official logo.

**Membership Committee** members at the national AAAA level are selected for their experience and stature in the aviation community. They represent National Guard, US Army Reserves, and Active Duty aviation Soldiers and Families.

The goals of the AAAA Membership Committee include:

* Overseeing the development of strategies and processes for attracting new members and retaining existing members
* Recommending membership policies to the president and NEG
* Preparing annual Membership Committee goals
* Preparing and presenting semi-annual reports to the NEB. These reports include a summary of activities, successes and challenges, and a list of Membership Committee members with contact data and an insight to future Membership Committee activities.

These objectives can be easily translated to local chapter membership committees.

**Before the Year Begins** meet with the chapter leadership to:

* Review your chapter’s membership by category:
	+ Enlisted, Warrant, Commissioned, DAC, Industry and Community Membership
	+ National Guard, US Army Reserves, and Active Duty
	+ Annual vs. Life Members
* Decide on your plan to increase membership (5-7% is recommended)
	+ Membership drive vs. routine outreach
* Decide the needs of potential members
* Create a marketing campaign to reach potential members including:
	+ Social Media
	+ Community Service Projects
	+ Chamber of Commerce contacts
* Decide what resources you need from AAAA national

**Throughout the Year** ensure chapter leadership speaks with a consistent message reinforcing your chapter’s membership plan. Recommend all chapter members are familiar with both electronic and sign up procedures.

* Serve your members. Never leave a request go unfulfilled
* Always make sure to thank members attending chapter events
* Always take the opportunity to mention AAAA membership at non-AAAA events
* Publish your membership goals on the chapter’s website, newsletter, Instagram and Twitter
* page, Twitter, Instagram, your newsletter, etc.
* Track members who do not renew their membership. Recommend calling at the 60 and 30 days prior to expiration point

**Types of Membership** include:

* **Individual** Members can sign up for 1-4 years at a time with an Annual membership. There are several payment plans available for annual membership. These include two years for the price of one year, three years for the price of two years and four years for the price of three years.
* **Life Members** can become life members with a single payment. Chapters have the ability to once per year
* **Deployed** The 15 month deployed membership allows for a free membership to Soldiers and Department of the Army Civilians (DACS) who are currently deployed. The deployed areas include Republic of Korea, Honduras, and those areas outlined by the AAAA president.
* **Industry** The Industry Membership Program is designed to foster approved and meaningful interchange between government and industry. Corporate representatives have the opportunity to keep up-to-date with the changing Army Aviation community, participate in local and national meetings and to develop professional contacts critical to the corporation's current and future programs and plans.
* **Community Membership Program** is designed for local (non-defense) businesses or agencies that would like to support Army Aviation through their AAAA Chapter. Personal contacts with local business people and the Chamber of Commerce are perfect resources for identifying these new members.

**Contact Us** at AAAA via:

 Quad-a.org

 Tel 203-268-2450 extension 127

Fax 203-268-5870

 Deb Cavallaro Membership Product Manager

 E-mail: deb@quad-a.org

Address: 593 Main St

Monroe, CT 06468-2806

**Additional AAAA Support and Resources** are available.

* AAAA Marketing Department
	+ Assists chapters developing specific marketing plans in support of their membership plan
	+ Provides promotional materials including posters, coffee mugs, shirts, and tchotchke
* Social Media Department
	+ Assists chapters in developing their Social Media presence
* AAAA MIS Department
	+ Assists chapters breaking down numbers and statistics of their members
	+ Assists chapters with member expiration data
	+ Assists chapters with contact data for their member
* AAAA Magazine & Website
	+ Publish your chapter’s events
	+ Highlight awards given to your chapter and its members

**Tracking and Retaining Members**

**Tracking members** is part of the AAAA database. This powerful tool is available to chapters via the AAAA MIS Department. A few ways AAAA categories members are:

* Track Members by Categories
	+ Rank
	+ NG or USAR or AD
	+ By membership type
	+ By chapter affiliation
	+ By membership expiration date

**Retaining Members** requires chapters to fulfill the needs of their members. Invite them to rejoin every year.

Remember

It is always easier to retain members than to RECRUIT new ones

**Marketing Membership**

**AAAA Membership Programs** are numerous and they include:

**USAWOA & AAAA Joint Membership**s allow members to join both organizations simultaneously at a greatly reduced cost

**Discounted Memberships** allow brand new members to purchase 1, 2, or 3-year memberships and get the following year free

* There are additional discounts offered to Enlisted, WO1, GS-8 DAC & below, Wage Board, and students

**Life Memberships** are always available

* At one annual event of their choosing, chapters may offer Life Memberships at a significant discount

**Recruiter Program** includes:

* Coin to sponsor of one new member, Amazon gift card to sponsor of 5 members or more once a year
* Cash Awards to individual members that brought in 10 or more new members each month
* Cash Awards to Second through Fifth Place individuals who have the highest number of recruits for the year
* All expense paid trip to the Mission Solution Summit and a cash award to the Top Gun recruiter for the year

**Lapsed Membership Program** is administered at the AAAA national level and is designed to alert members with impending membership expiration. It includes:

* Reminder e-mail to the member at 60 days out
* Reminder e-mail to the member at 30 days out
* Final reminder notice the 1st day of the month of expiration

Recommend chapters have a similar program including:

* Reminder e-mail at 90 days out
* Telephone contact by chapter Membership VP 60 days out
* Telephone contact by chapter president 30 days out

**Membership Drops Rejoin Program** is administered at the AAAA national level and is designed to lure back expired members. It includes:

* 2 months after membership drop a survey is sent asking why they allowed their membership to lapse
* 3 months after membership drop one time ½ off membership renewal opportunity is provided

**Strategies to Promote AAAA** includes the chapter membership VP being at all chapter events.

Woody Allen

 80 percent of SUCCESS is showing up.

Strategies to promote AAAA should also include:

* Plug the benefits of membership at every chapter event
* Plan your membership events by
	+ Know your goals
	+ Have a budget
	+ Know your audience
	+ Promote the activity
	+ Evaluate the event
* Direct Marketing Activities Includes:
	+ Electronic bulletin boards
	+ Social media
	+ Direct e-mail
	+ Personal contact
* Indirect Marketing Activities Include:
	+ Building relationships with influential people (Command Team, Mayor, President of the local Chamber of Commerce, etc.)
	+ Providing a presence with public speakers (Kiwanis, Rotary Club, etc.)
	+ Partnering for community service events
	+ Organizing public service events

**Membership Growth Plan Worksheet** is a tool to compare last year’s membership totals with the current membership numbers. It also gives a picture to chapter leadership on where they might assign resources for the year’s recruiting effort.

1. Number of Current Members \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Membership gain or loss from

previous year (+/- in numbers) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Approximate number of potential

Members in the area \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Demographics Chart

(This will assist in filling out question 3)

Demographic Chart

|  |  |  |
| --- | --- | --- |
|  | Potential | Actual |
| Enlisted |  |  |
| Warrant |  |  |
| Commissioned |  |  |
| DAC |  |  |
| Industry |  |  |
| Community |  |  |
| Student / Cadet |  |  |
| National Guard |  |  |
| US Army Reserves |  |  |
| Active Duty |  |  |

**Membership Growth Plan Considerations** may help the chapter organizing their annual recruiting plan. It includes:

* Who do we want to target?
* What pillar (Networking, Recognition, Voice, and Support) of AAAA will the targeted population respond to?
* Does the advertising for this event reflect that pillar?
* Membership event in conjunction with another event (fun run, community service, Army Aviation Birthday, AAAA sponsored event)?
* What are our goals (increase Enlisted memberships, increase NG and USAR memberships, increase students and ROTC memberships, or increase chapter membership by x %)?
* How will we promote this to the potential new members?
* How far out will we begin our awareness campaign about the event?
* What resources do we need from AAAA (money, trinkets, MIS support, AAAA leadership attendance, etc.)?
* Is weather a consideration?

**Confidently Making the Case** involves engaging potential members one on one. While this is not always comfortable for everyone here are some responses that may help.

**Time**

* When potential members say they time is an issue they might be thinking long hours of more meetings. Remind them there is no minimum number of meetings they must attend. Explain that AAAA values each membership whether they can volunteer or not.

**Impact**

* Potential members want to know if their membership will have an impact. YES…Each member we bring into AAAA makes our support to the Aviation Soldier and Family stronger.
* It also gives us a stronger Voice on Capitol Hill

**Value**

* Aviation Soldiers like to join AAAA because we offer Networking with other aviation professionals, AAAA offers Recognition of their talent at the individual and unit level, AAAA offers Voice to policy makers in Washington, and AAAA offers Support to aviation Soldiers and their Families

**Overcoming Objections** from potential members can be a challenge for some. This chart may assist you:

|  |  |
| --- | --- |
| Objection… | Reply… |
| I don’t have time to join… | Joining is easy! Go to quad-a.org and click the AAAA Membership button. Its quick and easy |
| The dues seem high… | AAAA dues have not changed since 1998. There are many programs to join at reduced rates. In fact some new members can join for as little as $1.46/month  |
| What does AAAA do for me? | Let me bring you up to date (*List your chapter’s activities and accomplishments*) We need your support to keep it going |
| I thought AAAA was just for (Colonels and Generals or Active Duty Soldiers or Retirees)… | AAAA is for all Army Aviation regardless of rank or component. AAAA has board members from Enlisted, Warrant, and Commissioned ranks, as well as US Army Reserves and National Guardsmen.  |