

When communicating
your **why**, remember
to be:

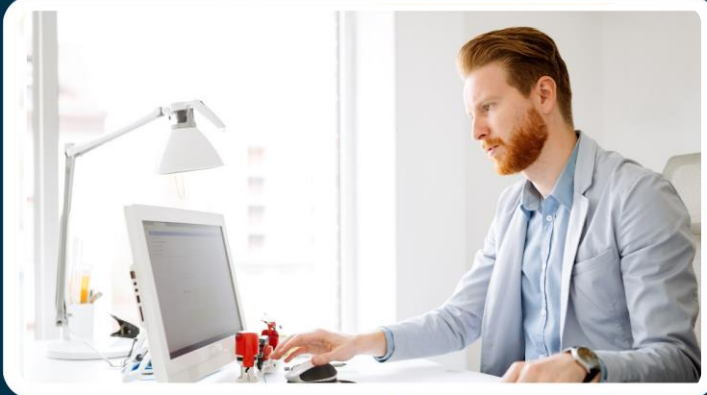
- Genuine
- Enthusiastic
- Knowledgeable





Louisa Gunggho

- 20+ years of in-house experience
- Is interested in everything ACC has to offer
- Looking for ways to “give back” with her skills
- Joined ACC via a local chapter CLE recruitment event



Perry Recluse

- 7 years of in-house experience
- Wants his CLE credits and to be left alone
- Only intends to be in person at Annual Meeting, once a year
- Is somewhat aware of ACC offerings, but doesn't care too much
- Joined ACC via LinkedIn ad



John Partay

- 12 years of in-house experience
- Wants to party and wants a new job
- Searching for opportunities to network his way into a new position/build his resume
- Joined ACC because of a local chapter Signature Event



Mara Phone-A-Friend

- 3 years of in-house experience
- Isn't much of a joiner
- In-person anything will require a personal connection/a cause she cares about
- What's an ACC?
- Joined ACC via corporate membership and is still oblivious to this fact



Membership & Retention Toolkit

Your chapter plays a crucial role in both membership recruitment and retention. For many ACC members, their chapter serves as their local in-house community, representing one of the most significant benefits of membership. To support you and your chapter leaders in comprehending the membership lifecycle and your role within it, ACC has assembled the toolkit below.



Basics



Promote



Recruit



Engage



Renew



Reinstate

