

MEMBER WELCOME CALL – SAMPLE SCRIPT

Need ideas for making calls to new members? Here are some ideas. Feel free to adapt to make your own. You can even adapt to use in calling renewing members or members who haven't been active.

[Intro] Hi, my name is [name] and like you I am an [association] member. I'm with [chapter] and wanted to reach out today just to say hi and welcome! I remember joining [association] and it was a bit confusing as first, so I'm happy to answer any questions.

[Pause to listen for a question or an opening for greater conversation. If they have a question, answer appropriately. If they don't have a question, move to the question samples listed here.]

So out of curiosity, what prompted you to join at this time?

Tell me about your practice...anything have you enjoyed?

What drove you to get in this profession?

[Pause to listen to their response. Use the table below to help you in your reply. Sometimes the response is imprecise or not a question. If that's the case, consider another question.]

Table 1: Typical reasons for joining	
Survey Response	Resource
To gain access to professional development resources (I want to learn more!)	Share upcoming events, suggest bookmarking the event calendar. Ask if there is a particular topic & then connect appropriately.
To gain access to more practice related information (I need tools & resources!)	Offer links and recommendations for where to find and download free resources as well as any for purchase, highlighting member discounts.
To meet peers and experts in my field (I want to meet other who share my passion and interest in profession!)	Share information on networking and, if available, the online community or social media platform. Note they can connect virtually or by phone or in person!
To pursue certification (I want to demonstrate my knowledge!)	Provide details and a link for information and ideas. Share your own experience and connections to other certified professionals – go beyond <i>how</i> to the <i>who</i> .
To grow/enhance my career (I might want to find a new job or prepare for a promotion!)	If available, share info on job boards or career resources, plus connections to other professionals they can meet.
To advocate for our profession (We need to get our voice heard in the halls of government!)	Connect to the advocacy program and highlight small ways to volunteer to grow the profession's voice
To support the profession (We need more of us!)	Share the many small and leadership roles available to support the association's work, share the volunteer flyer and volunteer survey. Be sure to highlight the impact of volunteering not the "work" and "job titles".

What I will do is send you an email with links that will help you easily find these resources. I'll also include a link to our Member Engagement Poll *[if you have one – you should!]* so you can tell us more about you and your interests. There are so many ways you can get the most out of your membership, so do visit the website.

[If appropriate] By the way, we're holding a meeting on [date, time] and it'll be a great chance to meet a number of us. Do you think you can join us?

IF NO ... sorry to hear. We have a number of events throughout the year, so do check our calendar on our State Page.

IF YES ... great, can I send you the link so you RSVP?

[Closing] Thank you very much for talking with me today. There is so much more I can share so keep my phone number and email handy [give both].

[Follow up every call with an email!]

ALTERNATE FOR CALLS – If you have a member interest or engagement poll, consider using those questions to guide your conversation. Fill out the poll as you talk!

Whenever you make a call, be sure to capture your notes and share with your volunteer team.

And if anything comes up during the call that you think our association staff should know about or could help with, give us a call.

Resource prepared by Mariner Management, www.marinermanagement.com