



SUMMER CHAPTER LEADER SUMMIT

JULY 24 * ORLANDO, FL





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Growing your Membership Model

Breakout Session

Christina Edwards, NCMA Atlanta

Senior Contract Specialist,
Eagle Medical Services, LLC

&

Carlos Smiley, NCMA Atlanta

Branch Chief

U.S., HHS, Centers for Disease Control and
Prevention

What do these 3 pictures have in common?



Who are you trying to reach?



Who are you trying to reach?

- Who are the members and potential members that you are trying to reach?
- What are their interests?
- What's relevant to them?
- What industries do they work?
- What problems might they be facing?

Who are you trying to reach?

- Small Businesses looking to grow in the federal and commercial markets
- Large Businesses that are looking to expand their reach as well as their presence in the market place
- Contracting professionals looking to grow their network and career opportunities

Each One, Reach One!

- Tap into contacts at other agencies and companies
- Sell your story to non-members
- Meet with individuals that can influence new membership



Improve Your Web Presence



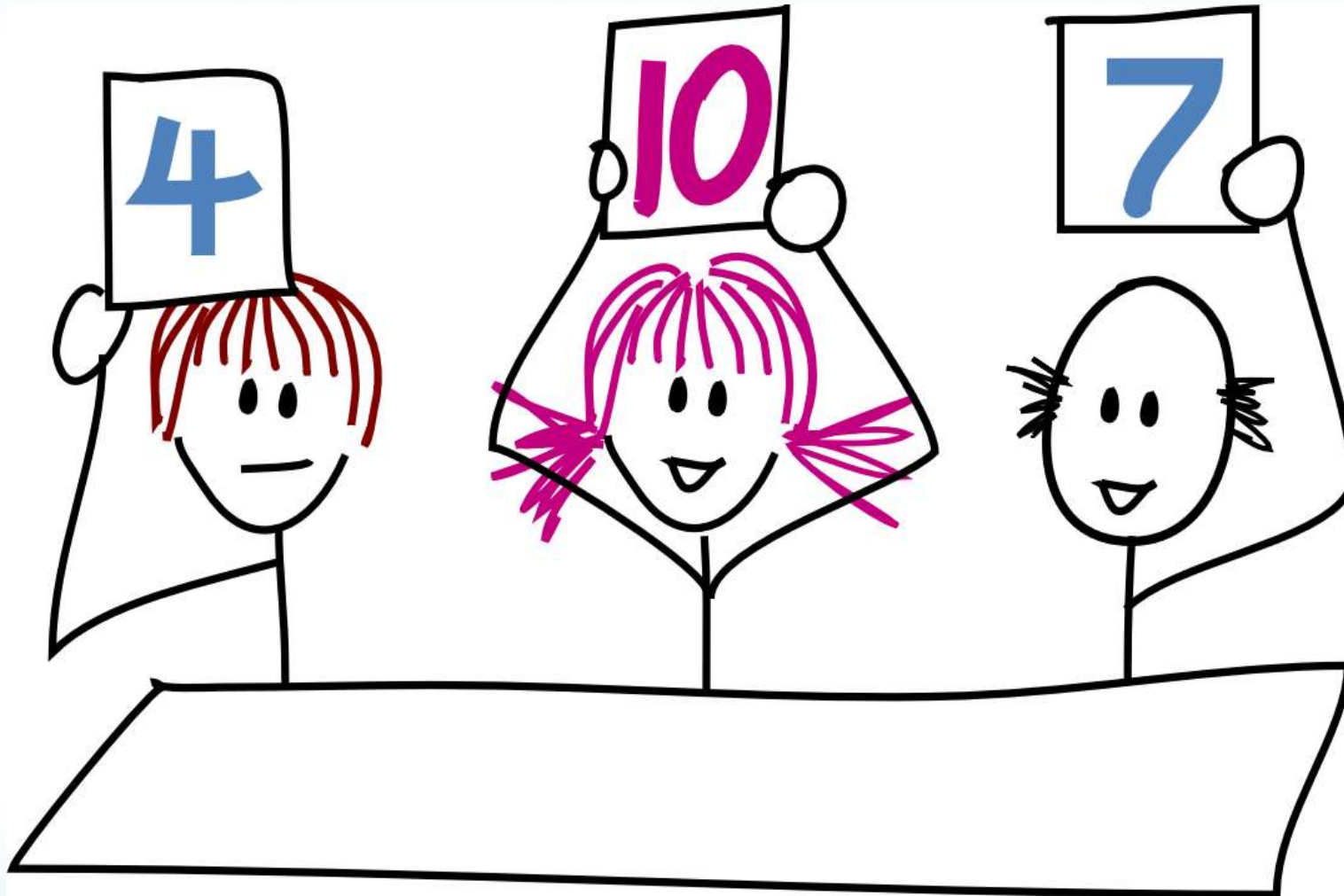
Improve Your Web Presence

- Revisit the structure and overall content provided on your website
- Keep your website current and update it often to keep members interested in what you are posting
- Add pictures of your events to your website as soon as events have ended.
- Utilize social media ... **OFTEN!**

Help members & potential members see the value of your Chapter

- Provide personal introductions to key people or businesses
- Recognize new members at events
- Talk about the Chapter's growth and successes at events
- Seek every opportunity to advertise the Chapter's partnerships, sponsors, and Advisors to show depth of the Chapter

Make obtaining feedback a priority



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- Distribute surveys at events to obtain feedback on content, location, etc.
- Utilize Survey Monkey to obtain information about your Chapter's Good, Bad, & Ugly and to get ideas for next year program plans
- Provide an email address for questions, comments, & criticisms ... **AND RESPOND QUICKLY!!!**

Contact Information

Christina Edwards, CPCM, PMP

(770) 530-2467

cedwards@ncmaatl.org

Carlos Smiley, CPCM

(678) 481-1889

csmiley@ncmaatl.org