

AIA Florida Membership Program

Excerpted and adapted from a 2006 Component Excellence Award-winning entry.

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SUMMARY

AIA Florida has focused on increasing membership over the past few years and their success has garnered a 12 percent increase in architect and associate memberships since 2003. As a result, AIA Florida was selected for a Component Excellence Award for its membership program in 2006.

BACKGROUND

Member recruitment is an integral part of a component's organizational plan but equally as important is member retention. AIA Florida is composed of 13 local components which, as of July 2005, represented 2,937 architect and associate members.

PROCESS

In 2005–2006 AIA Florida decided to separate its marketing strategies for recruitment and retention. The state component now emphasizes membership and retention through four different strategies.

First, its membership commission offers a step-by-step guide to member recruitment and retention. This guide is distributed to local Florida components annually. The guide includes recruitment tools, sample documents, an annual calendar with timelines for recruiting programs and chapter development, sample reports, and suggested program ideas.

Second, AIA Florida identifies prospective firms and sends them direct marketing materials and e-mails.

Third, to increase retention rates AIA Florida sends monthly membership lapse reports to components. Each component has a membership liaison who receives the report. The monthly report also includes a sample renewal letter the component can use. The liaison is encouraged to call the members on the list personally and see if they need any assistance or have any questions.

Fourth, AIA Florida encourages local components to include emerging professionals whenever possible and offers a state-wide emerging professionals conference to increase associate membership. AIA

Florida asks that firms subsidize registration fees for emerging professionals. Recently, the state has begun to offer scholarships.

AIA ALLIED MEMBERSHIP

Additionally, in 2006 AIA Florida approved public membership and began a recruitment campaign for allied members. An allied membership brochure was created to reflect changes in dues, benefits, and sponsorship opportunity information relevant to public members. Now a directory of allied members is listed on AIA Florida's Web site.

RESOURCES

More Best Practices

The following AIA Best Practices provide additional information related to this topic:

- 21.01.05 Communication Plan of AIA Louisiana
- 22.06.02 AIA Kansas City: River Crown Plaza Forum Series
- 22.02.02 ARE Success Teams

Feedback

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Keywords

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- Associations
- Design associations
- Architectural associations
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