

AIA Colorado Membership Program

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SUMMARY

AIA Colorado used a multipronged approach to increase membership and retention in 2007. AIA Colorado Membership Services formed a strategy to exceed the national retention rate and grow membership in each category: AIA, Assoc. AIA, Affiliate AIA, and Student AIA. In response to a potential increase in membership, the state component hoped to increase membership revenue for each of the local components as well.

STRATEGY

To make this happen, AIA Colorado formed a Membership Committee comprising four past presidents from each of the local components, the former president of the state component, and a professional affiliate member. The committee served as a sounding board for recruitment ideas and helped lead the recruitment drive in their respective components.

The state component created a Membership Committee resource guide to clarify committee member responsibilities, along with a member benefits wallet card. The wallet card was also distributed to the board of directors to provide them with talking points about AIA membership benefits. In addition, the committee and component staff took the following actions:

Call campaign. Staff and committee members called members randomly throughout the year to see whether they had any questions about their membership or the AIA in general. The calls demonstrated the importance of member input and an increased commitment to member concerns.

Customized recruitment strategy. AIA Colorado developed a customized strategy for each membership category. To recruit AIA and Assoc. AIA members, the Membership Committee formally visited firms to educate members and nonmembers about AIA activities and membership value.

Price realignment for continuing education programs and networking events. To entice new members, the price of events was adjusted. AIA

Denver changed the discount for members significantly for Architect Registration Examination study seminars. The discount adjustment was effective in attracting new Assoc. AIA memberships. Other AIA Colorado events used similar discount strategies with positive results.

Expanded Firm directory. To focus on affiliated members, AIA Colorado added their names to the firm directory and searchable database on the AIA Colorado Web site.

RESULTS

The year-long campaign succeeded in all areas. AIA Colorado maintained a member-retention rate of 93 percent. AIA membership grew by 7.5 percent, while Assoc. AIA membership grew by 16.5 percent and affiliate membership grew by 30 percent. Growth in all categories generated more than \$500,000 in dues revenue. Revenue grew more than 10 percent during the year and surpassed original projections.

RESOURCES

More Best Practices

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

- 22.05.01 Membership recruitment Strategies
- 22.02.02 ARE Success Teams
- 22.05.03 A Model for Building Associate Membership

Feedback

The AIA welcomes member feedback on Best Practice articles. To provide feedback on this article, contact bestpractices@aia.org.

Key Terms

- Leadership
- Associations
- Architectural associations
- The American Institute of Architects
- AIA components