



MEMBERSHIP COI

FALL 2020 NEWS

Welcome to the Membership COI Newsletter!

The Membership COI was officially established by the SAME Board of Direction in March 2018 to support Posts in recruiting and retaining members of the society. Since then, the COI has worked to support their mission. There are three subcommittees that support the COI focused on membership strategy, tools & resources and military/government recruiting.

If you are interested in joining the Membership COI please add it in your member profile.

Is your Post still looking for an option to hold virtual Post meetings and events? The National Office has made accounts available to Medium and Large Posts on GoToMeeting for \$25/month (one year commitment). Small Posts may request use of a GTM account on a first-come, first-served basis. Email Jill Murphy to find out more.

The 2025 Membership Streamer was unveiled during PLW. If your Post would like a short briefing and demo please email: Posts@same.org to schedule.

If you have an idea for a tool, want to share a resource or template for other Posts to use, please email them to Jill Murphy and we will share them in this newsletter and the Post Resource Center.

MISSION

Develop and communicate to all Posts the strategies, best practices and tools that are most effective for them to grow their membership, to foster greater member engagement and leadership, and to enhance their members' experience with SAME, further enabling each Post to support the current Strategic Plan of the Society.



Mike Huffstetler, COI Chair

Vice Chairs:

Julia Pluff, Tools & Resources
Dana Otto, Strategy
David Rose, Military &
Government Engagement

National Staff Liaison: Jill Murphy

Visit the COI website

Did You Know?

SAME has new directories that allow you to search for any member or member company. Search criteria can be broad or narrow and includes name, location, capabilities, Posts, COIs and more. Login to your Member Account and look for the Directories section. You can instantly determine if someone is a member and of which Post! (*Note: some members may completely opt-out of listings*)

Membership Tools, Tips & Templates

Membership POC description – The Membership COI has developed a revised position description for the [Post Membership Chair or Point of Contact](#). Review the new position description [HERE](#) so that you are familiar with the expectations of the role. Also, share it with your Post Board of Direction!

Top Tips from Posts:

- Join the Membership COI and participate in webinars and calls
- Set up a member recruiting table at major Post events
- Hold new member orientations, combine with other events or even other Posts or the Region

Post Leaders Workshop Recap

Membership always has a role at PLW but this year it was one of the top requested sessions. We covered member types, recruiting ideas, retention best practices and the work of the Membership COI. One of the other membership related sessions was on If you want to know more about all the SAME offers review this session! You can find all the recordings, handouts, recaps on the [PLW website](#).

USACE allows SAME Participation!

Please share these memos with your Army civilian and uniform members who may have challenges participating with SAME.

[Memo on Army Interaction with Associations](#)

[USACE memo on Leadership Development](#)

[Serving as an Officer of an Association](#)

The [Membership Recruitment Champion Award](#) was established in 2019 in recognition of superior efforts in recruiting new members into the society at the Post level. Nominations for the award will open in December. Nominate your Post's membership champion!

Membership Webinars

The Membership COI continued its series of webinars. You can find these webinar recordings and slides (and more!) in the [Post Resource Center Document Exchange](#). These are the most recent:

- Navigating the Post Resource Center
- Understanding Post Membership Statistics
- New member benefits (*provided to new members that joined during the first quarter*)

HOW CAN WE HELP YOU?

NEXT MEMBERSHIP COI MEETING

Please join us for a Membership COI/Post POC call on **Wednesday, November 11, 2020 at 2:00PM ET** to talk about your Post's membership needs.

Join the meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/383342237>

For dial in only: +1 (571) 317-3116 Access Code: 383-342-237#
