

Region V Chapter Experience

Chicago Midwest Chapter

“Membership Recruitment  
and Retention”





# Agenda

- Chapter Background
- Member Retention
- New Member Recruitment
- Best Practices
- Questions



**MEMBERSHIP**  
MATTERS

# Chapter Background



- On September 14, 1994, 36 government workers met to organize a Blacks In Government Chapter.
- In August 1995, Chicago Midwest Chapter received its Charter at the National Training Conference (NTI).
- Meetings are held on monthly (2nd Wednesday at 12pm CT)
- 70 members (as of October 2022) / 15+ agencies represented



# Member Retention

- Membership Outreach
  - Information overload
  - Non-participation outreach
- Membership Programs
  - New member orientation
  - Community Projects
  - Estate Planning workshop
  - Holiday Party



# New Member Recruitment



- Current Members
- Agency new employee orientations
- Open/Public Programs
  - MLK Jr
  - Black History Month





# Best Practices

- Contact new members immediately
- Work closely with the Chapter Secretary(s)
- Regularly “Spotlight” members
- Tell (ask) members what you need



# Questions

