



## Retention: Best Practices for Chapters

Best practices for APWA chapter leaders to retain members in the association:

1. **Communicate effectively with members.** Keep members informed about the chapter's activities, events, and benefits. Use a variety of communication channels, such as email, social media, and newsletters.
2. **Provide members with opportunities to network and learn.** Organize events that allow members to connect with each other and learn about new trends and technologies in the public works industry.
3. **Make it easy for members to get involved.** Offer a variety of ways for members to get involved, such as serving on committees, leading events, and volunteering.
4. **Be responsive to member needs.** Listen to member feedback and take action to address their concerns. This shows members that you value their input and you are committed to making the chapter a valuable resource for them.
5. **Celebrate member successes.** Recognize and celebrate the achievements of chapter members. This helps to build a sense of community and pride among members.
6. **Be inclusive.** Make sure all members feel welcome and included in the chapter. This includes members of all backgrounds, genders, and levels of experience.
7. **Be professional.** Conduct chapter business in a professional manner. This includes being respectful of other members, following the chapter's policies and procedures, and representing the chapter in a positive light.
8. **Be accountable.** Be transparent with members about the chapter's activities and finances. This helps to build trust and confidence among members.
9. **Be persistent.** Retention is an ongoing process. It takes time and effort to keep members engaged and involved. Be patient and persistent in your efforts to retain members.

By following these best practices, APWA chapter leaders can create a strong and vibrant organization that members are proud to be part of.