



# Create Meaningful Touchpoints for New Members

Creating meaningful touchpoints for new members of an association is important to help them feel welcomed, engaged, and connected to the organization. The following are some ways to create these touchpoints:

**Welcome.** Easy and effective—welcome new members (email or phone call), share information about APWA, its mission, values, and goals, membership benefits, upcoming events, and opportunities to get involved.

**Orientation Sessions.** Encourage them to sign up for an orientation session with APWA staff to be introduced to the organization's leadership, staff, and other members. This will allow them to ask questions and learn more about APWA.

**Mentorship Programs.** Pair new members with a mentor who can provide guidance and support as they navigate their membership in the association. This will help new members feel more connected and valued by APWA.

**Social Events.** Host social events for new members to get to know each other and build relationships. These events can be informal, such as happy hours, or more formal, such as a new member reception.

**Volunteer Opportunities.** Offer opportunities for new members to get involved in the organization through volunteer activities. (see [Micro-Volunteer flyer](#)) This will allow them to contribute to the organization's mission while also building relationships with other members.

**Feedback Mechanisms.** Create mechanisms for new members to provide feedback on their experiences with the organization. This will allow your chapter and APWA to continually improve our programs and services to meet the needs of our members.

By implementing meaningful touchpoints, APWA can help new members feel welcomed, engaged, and connected to the organization, ultimately leading to their long-term retention and satisfaction.