

Member Profile Strengthens Chapters

A successful chapter knows its members, understands their needs, and uses this data as a foundation for planning. A strategic action plan can strengthen the chapter and grow membership. One of the best tools we have to help us collect the data we need to develop our plans is the Member Profile. The process is as easy as 1-2-3.

Step #1 At www.dkg.org, visit the Membership Committee page. Download and print the Member Profile (Form 50). Take enough copies for your chapter members to a meeting this fall. You can email an interactive copy to members who cannot attend the meeting.

Step #2 Collect all profiles and ask the chapter membership committee to put all the

data on the Chapter Profile (Form 80). The questions are aligned so you can easily compile all responses.

Step #3 The chapter membership chair should upload the responses from your chapter profile into the *Chapter Profile Survey for Chapter Membership Chairs* (Survey Monkey). This link will be available on the DKG website between September 1 and January 30, 2014.

You will receive a state organization profile which should be shared with all chapters. This will give state organization presidents, treasurers, and membership chairs the information they need to help chapters in trouble and grow DKG membership. Use these tools to update or initiate your chapter's strategic action plan.

Team Approach Pays Off

Visit the Membership Committee page on the DKG website to explore successful chapter strategies and practices. With a team approach, you can strengthen your chapter. Consider the following ideas.

Offer to help your treasurer call members who did not pay dues. They may have simply forgotten.

Ask your treasurer for contact information for members dropped in previous years. They may want to reinstate.

Plan an orientation using the *Pride in the Big Picture* at a chapter meeting. Members will be reminded of the value of membership while prospective members are oriented.

How Do I Find It?

Visit: www.dkg.org. Click on the *Committees* tab. Under *Society Business*, click on the *Membership* tab.

At the bottom of the page under Chapter Resources, click on the links for the *Member Profile - Form 50* and the *Chapter Profile - Form 80*.

These forms are interactive and may also be printed. If you have questions, please contact any International Membership Committee member or Nita Scott by phone (ext. 113) or by email at nitas@dkg.org.

