



REGIONAL INVOLVEMENT WASA MEMBERSHIP COMMITTEE

The WASA Membership Committee plays a vital role in promoting the strength of WASA's leadership. It is a continual challenge of this standing committee to develop ongoing plans and strategies to increase membership and to design incentives that, in turn, recruit potential administrators as members.

The success of any state membership campaign is linked directly to the active participation of its members at the regional level. The region Membership Committee chairs are charged with identifying, promoting, and recruiting potential members within their respective regions. Collectively, the success of regional membership means success for WASA leadership as a whole.

Through the expertise and assistance of the WASA staff, a variety of reports and up-to-date membership information is immediately available to the Membership Committee. These resources are most valuable in reflecting the status of membership statewide. Following is a suggested list of activities and strategies that have been effective at the regional level in identifying and recruiting potential members:

- Communicate early with region officers and members the thrust of the membership campaign: goals, incentives, etc.**
- Utilize your regional membership reports to identify current active members and target potential members throughout region (staff will provide).**
- Contact members in your districts who can influence and encourage potential members to join.**
- Be committed to following up after initial contact.**
- Approach your officers to consider incentives for sponsors and/or new members.**
- Identify and delegate component representatives to assist in making contacts.**
- Be familiar with and communicate the services and support WASA provides its members.**
- Read the research about why people don't join and what works in recruiting members for organizations—try a variety of ideas so you know what's effective in your region.**

In summary, each regional Membership Committee representative must be active and responsive to the committee's goals by being committed to the growth and strength of WASA. In turn, WASA can be responsive to the needs and concerns of its leadership.