

# Member News

## Welcoming new members San Diego style

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All chapters face the challenge of integrating new members to SAVE International into the activities of their chapter. Yet, this is a critical opportunity not to be missed. The San Diego Chapter initially would send a letter welcoming the new member to the society, and would follow this up with emails and flyers of upcoming activities; but, that was all that was done and the positive impacts were less than desirable.

A couple of years ago, a new opportunity came to the chapter through quarterly “chapter dividends” of 50 percent of new members’ first year dues. Once we recovered from the desire to “pocket” this windfall in the chapter treasury, we decided to try something to increase participation by new members. We elected to return this windfall to the new members through an offer of a \$50 credit that they could use to participate in any of the chapter activities. Some of these new members took advantage of this and began to participate; but, the response was less than we hoped for and much of this credit to new members is still carried on our books.

Last year a new and improved opportunity came to us in the form of the Miles Foundation VE book *Value Methodology, A Pocket Guide to Reduce Cost and Improve Value Through Function Analysis*.

The chapter felt that this valuable publication would be a significant benefit to new members, many of whom are fairly new to the

VE methodology, or who have limited experience in the methodology, or who might just want a pocket guide for review and use with their studies. But this would not be enough. The chapter also assembled a welcoming CD containing useful information available from the society business office and specific information about the chapter. Below is a list of the items contained on the CD:

- From the business office (taken from the SAVE website)
  - Vision statement
  - Value Standard
  - *Certification and Recertification Manual*
  - *Certification Study Guide*
  - SAVE consultant directory
  - Function analysis monograms
- San Diego Chapter Information
  - Chapter resource list
  - Current chapter membership and prospects List
  - Biography of chapter officers and board members
  - Recent *InterActions* articles prepared by chapter members

The CD, along with the book and a letter of welcome, would be provided as a package deal. To finance this, the Chapter reduced the credit to \$30, using the balance of the chapter dividend to support this program. The feedback from new members has



been quite positive. Recognizing that people often forget the opportunities available, the chapter treasurer tracks available rebates and credit for each new member, and the Vice President for Membership for the chapter emails reminders to members of the balance of credit available to them for upcoming functions; this activity has been successful in attracting their attendance. In addition, the San Diego Chapter has utilized the pocket guide as a component of a VE 101 primer course where prospects to the society have an opportunity to learn about the process basics and keep the book once they have participated in the 90 minute seminar.

The San Diego Chapter encourages other chapters to try this approach and report back as to its success. Also, if other chapters have implemented different programs to welcome and attract the participation of new member, it would be a benefit to all to share this information in future *InterActions* articles.