

AAMA Membership

Recruitment and Retention Tips

Recruitment

- ▶ Network with medical assisting schools and program directors. Hold a meeting at the school and invite students. Explain the value and benefits of the CMA (AAMA) credential and membership in the AAMA. Describe how membership can foster personal growth. Offer to be mentors for students on a one-on-one basis. Link a member with a student. Implement the Student Ambassador Program. *(See under “State & Chapter Support, Marketing, Membership Marketer’s Toolbox” on the AAMA website at <http://www.aama-ntl.org>.)*
- ▶ Conduct a job-hunting workshop for students. Hold the event in conjunction with a local program and invite experienced professional members to help with résumé reviews and mock interviews.
- ▶ Consider adding a student representative position to your chapter and state boards. Involve students in some of the decisions and in smaller responsibilities, such as working the registration desk at seminars.
- ▶ Take meeting and educational program notices around to physicians’ offices and clinics and personally invite medical assistants to these functions. In cases where distance is an issue, personal phone calls and e-mails work well.
- ▶ When a new physician office opens, send a welcome note or perhaps a small vase of flowers to the medical assistants in that practice. Invite them to a meeting and encourage membership.
- ▶ Contact the AAMA Executive Office for mailing lists of former members and nonmember CMAs (AAMA) to use in membership recruitment programs. You can also request current member lists online. *(See under “State and Chapter Support, Marketing, Label Request.”)* Send e-mails or letters or even place personal phone calls inviting people to meetings and educational programs.
- ▶ Develop an educational program of interest to all medical practices, such as an insurance seminar, as part of a membership recruitment campaign. Invite representatives from various insurance companies in the area as speakers, and include a question and answer forum. Increase the registration fee for nonmembers (but no more than double) and include a statement on the flier that encourages nonmembers to join online at the AAMA website. Explain how the difference between member and nonmember fees can add up, making membership the most cost-effective plan.
- ▶ Share recruitment ideas that have worked for you with other chapters in your state society. Reach out to chapters or societies from other states to share information, too.
- ▶ Keep your message positive. Discussions regarding membership recruitment and membership numbers will encourage a prospective member to join.

- ▶ Offer to take a prospective member to a meeting or to join them at the meeting.
- ▶ Offer an award to the member who recruits the most new members during the year. Possible awards might be a plaque, paid registration to a program or state meeting, or complimentary dues paid by the state for the next year. “Member-Get-A-Member” state campaigns can be very effective.
- ▶ Cultivate a relationship with local medical assisting program directors and educators. Encourage them to promote membership at the beginning of their program. Contact recent graduates with a congratulations letter and an invitation to be a guest at the next chapter or state meeting.
- ▶ Contact new nonmember CMAs (AAMA) with congratulations and an invitation to the next chapter or state meeting. You may obtain a current listing of new nonmember CMAs (AAMA) by contacting the AAMA Certification Department. Since the CMA (AAMA) Certification Examination is ongoing, schedule your recruitment efforts on a routine basis (e.g., every four to six months).
- ▶ Cultivate a partnership with the state medical association. Request free booth space at its annual conference and, in return, offer to help with registration or refreshment breaks. This is an effective way to get AAMA information to physicians and other prospective employers about the benefits of hiring CMAs (AAMA). Call the AAMA Membership Department to request complimentary marketing materials or order them online. *(See under “State & Chapter Support, Marketing, Marketing Materials.”)*
- ▶ Assist at job fairs for residents and share information about the profession and the credential with new physicians.
- ▶ Assist at local high school job fairs to promote the career, credential, and benefits of attending an accredited school to prospective students.
- ▶ Anytime is a good time to recruit new members, but May through December are especially good recruiting months because after May 1 those joining for the first time will have their membership paid through the end of the following year. Use the “bonus months of membership” phrase in your promotions.
- ▶ A good time to recruit former members who have let their membership lapse is September through December. The first dues billing for the next year is mailed in September and any dues received from renewing members after September 1 will pay for membership through December of the following year.
- ▶ Follow up on all contacts with nonmembers and continue befriending them while they get comfortable with the organization.

Welcome

- ▶ Introduce new members and prospective members at meetings and make sure they feel welcome.
- ▶ At the meeting, take an extra minute to introduce yourself, find out a little about them, and, if possible, get contact information (i.e., phone numbers, addresses, and e-mail

addresses). Ask where they work. You may find you have talked with this person on the phone during a referral call. It's great to be able to put a face with a name.

- ▶ Have officers make a special effort to visit with the new members. Many members are reluctant to speak to the officers first. If there is a meal function, have the officers sit with different groups to increase the interaction.

Orientation and Information

- ▶ Send out welcome letters to new members with information specific to your organization. *(Note: All new members receive an informational packet from the AAMA about national membership features and services. You only need to send information about your state or local organization.)*
- ▶ Assign an active member to be a mentor to a new member as soon as they join.
- ▶ Be creative with your educational seminars. Look for new ways (such as the Internet) to provide CEU opportunities for members. Promote the e-Learning Center on the AAMA website for online CEUs.
- ▶ If you only have a state society, consider moving the site of your meetings around geographically to accommodate all members.
- ▶ If you have chapters within your state society, consider keeping your local chapter meetings on the same night of every month and in the same location.
- ▶ Introduce the officers at meetings and have them wear name badges.
- ▶ Keep members informed with newsletters. These can be sent via e-mail whenever possible, which will decrease the cost of mailings.

Participation and Involvement

- ▶ Ask newer members to help you with chapter and state projects to get them involved and to help them get to know the other members better. Start small so the newer member is not overwhelmed.
- ▶ Make sure leaders respond to member questions, comments, and ideas promptly and follow up with members to make sure their concerns were addressed fully.
- ▶ Conduct a member needs survey asking such questions as preferred dates and times for meetings. Make every effort to accommodate as many of these needs as possible. Refer to the sample survey in the Program Planners Guide and tailor the survey to your specific needs. *(See under "State & Chapter Support, Program Planners, Program Planners Guide.")*

Retention

- ▶ Call nonrenewing members and invite them back, or ask why they did not rejoin. If they offer reasons that can be changed by the chapter or state, make the change.

- ▶ Call a member you haven't seen at a meeting for a time and ask them to meet you at the next meeting or offer to carpool with them to the meeting.
- ▶ Encourage members to get involved by performing a task or volunteering for a committee. Start with a small, short-term job. Participation can increase interest in, and loyalty to, an organization and improve retention of members.

Additional Resources

The AAMA website offers many support materials. Familiarize yourself with all the tools offered in the State & Chapter Support section, including the "Leadership Documents," which offers a host of helpful materials, including the Membership Manual. Download AAMA marketing materials in the "Library" and order print copies from the website under "State & Chapter Support, Marketing, Marketing Materials."

You can also request membership reports and labels anytime from the AAMA Membership Department.

How to Contact the AAMA Member Services Department

Address	Member Services Department American Association of Medical Assistants 20 N. Wacker Dr., Ste. 1575 Chicago, IL 60606
AAMA Toll-free	800/228-2262, Extension: 774
AAMA Website	http://www.aama-ntl.org
Membership Department E-mail	membership@aama-ntl.org