



Membership 101:

The Foundations of Membership

SYLLABUS

Lesson 1

The History of Membership

Recognize key shifts in membership engagement

Lesson 2

Generational Values

Discover how to engage younger professionals

Lesson 3

Why Culture Matters

Explore the connection between leadership & organization's culture

Lesson 4

Belonging & Community

Investigate how your organization can offer "must have value"

Lesson 5

The Barriers to Change

Identify the hurdles to change within your organization

Lesson 6

Finding Your Niche

Recognize what sets your organization apart from others

Lesson 7

Your Target Member

Identify your target market and their values

Lesson 8

Focus & Vision

Learn what areas you should focus your resources on for growth