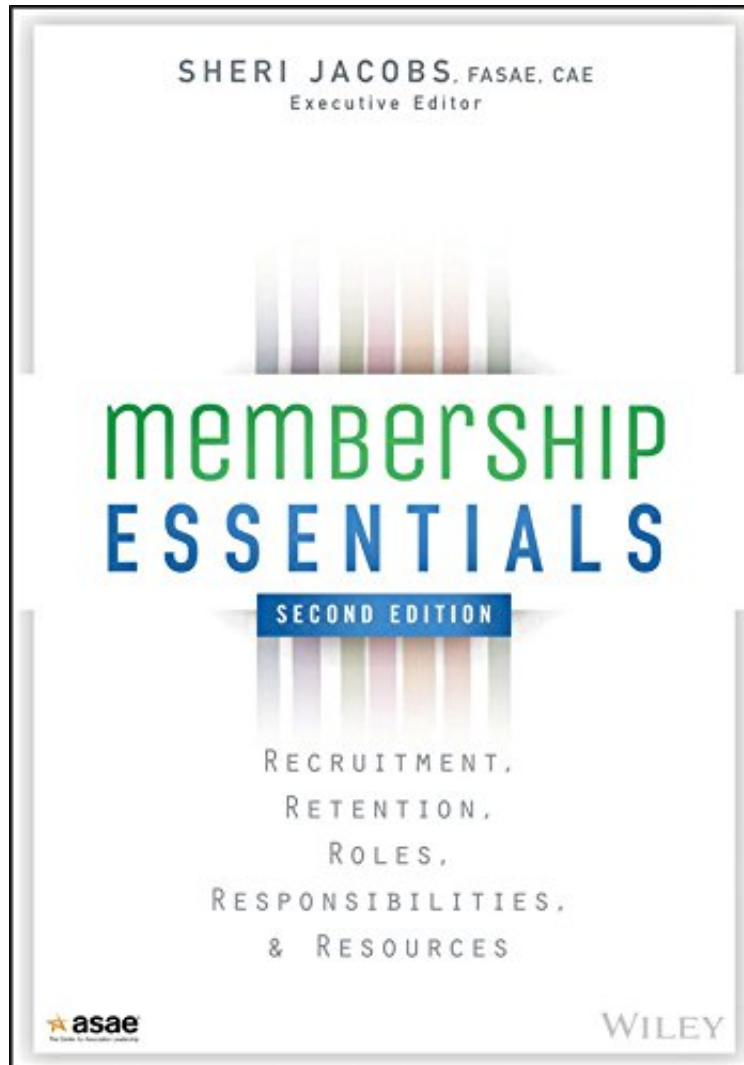


Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources

The American Society of Association Executives (ASAE)
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#1227931 in eBooks 2016-02-18 2016-02-18 File Name: B01BZEXB46 | File size: 19.Mb

The American Society of Association Executives (ASAE) : Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources before purchasing it in order to gage whether or not it would be worth my time, and all praised Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources:

0 of 0 people found the following review helpful. Four StarsBy Leah JohnsonThis is a go-to manual for anyone interested in or responsible for membership recruitment and retention!1 of 1 people found the following review helpful. New Membership Essentials publication is a terrific resource.By Andrew CalhounI am in the middle of reading this new second edition publication that covers the most current membership practices and includes expanded

coverage of value proposition, strategic planning, model development, staff leadership, legal considerations, and other important topics. Information is presented in easy to understand sections and is a good resource for those newer to the profession and may generate new ideas for those more experienced. You'll find environmental factors and sustainability, governance, globalization, online communities, and the role of volunteers are discussed in greater depth. This book reflects the experience and expertise of thought leaders from a range of associations—small, large, local, regional, national, and global—and represents the ASAE's fundamental body of knowledge on membership topics. Engage members more fully in the evolving membership environment Develop models and strategies for relationships, engagement, and affiliation Explore ways in which the web and social media can benefit your membership Examine the implications of globalization and the related relational models Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources

The updated and expanded ASAE guide to membership fundamentals Membership Essentials is the American Society of Association Executives' flagship guide to all aspects of membership development, recruitment, and retention. One of the five core topics for CAE preparation, membership is a fundamental area central to the role of membership director and association leader. This book is a comprehensive exploration of all aspects of membership, from engagement theory, to membership functions, to infrastructure, and much more. This new second edition has been updated with the most current practices, and includes expanded coverage of value proposition, strategic planning, model development, staff leadership, legal considerations, and other important topics that have come to the fore since the book's initial publication. Environmental factors and sustainability, governance, globalization, online communities, and the role of volunteers are discussed in greater depth, alongside foundational concepts that association leaders must understand to fill the role effectively. This book reflects the experience and expertise of thought leaders from a range of associations—small, large, local, regional, national, and global—and represents the ASAE's fundamental body of knowledge on membership topics, and provides an invaluable resource for those preparing for or already in association leadership positions. Engage members more fully in the evolving membership environment Develop models and strategies for relationships, engagement, and affiliation Explore ways in which the web and social media can benefit your membership Examine the implications of globalization and the related relational models The ASAE is comprised of over 21,000 association executives and industry partners from more than 10,000 organizations from around the world. The concepts presented in this book have been proven time and time again, and serve as a global template for membership management. Whether you're preparing for the CAE or striving to provide better association leadership, Membership Essentials is the resource you need at the ready.

From the Back Cover THE ASAE'S LANDMARK GUIDE TO MEMBERSHIP FUNDAMENTALS Membership remains a core pillar of many, if not most, associations today. It is a fundamental area central to the role of membership directors and association leaders and one of the nine areas to master when preparing for the Certified Association Executive (CAE). The Second Edition of Membership Essentials is the American Society of Association Executives' practical and comprehensive guide to membership development, recruitment, and retention. Step by step, Membership Essentials reviews all aspects of membership such as engagement theory, membership functions, infrastructure, global membership, delivering value, the role of volunteers, and much more. The text draws on the experience and expertise of a wide-range of consultants to the association community and thought leaders from associations (small, large, local, regional, national, and global) and represents the ASAE's essential body of knowledge on membership topics. Revised to include the most current and effective practices in the field today, the second edition contains expanded coverage of value proposition, strategic planning, model development, staff leadership, and legal considerations. Reflecting changes in technology and globalization, the text also offers updated information on environmental factors and sustainability, governance, online communities, and the role of volunteers. Membership Essentials covers the basic concepts, strategies, and techniques that association leaders must grasp in order to fulfill their duties effectively and offers a guide to membership fundamentals when prepping for the CAE. About the Author SHERI JACOBS, FASAE, CAE, is President and CEO at Avenue M Group, a full-service association and marketing agency with in-depth expertise in member behavior, engagement, and retention. She is the author of The Art of Membership from ASAE/Wiley.