



American Nuclear Society
Local Sections Committee

Local Sections Membership Manual

Provided by the Local Sections Committee
January 2019

Foreword

The Local Section Membership Manual has consolidated the detailed “how to” information, related specifically to the responsibilities of the section membership chair but responsibilities in this manual also extend to members of the Executive Committee and, in many cases, to the general membership of the section.

It is worth remembering that individuals will not join, nor will existing members remain as members, if the program of the local section is not vital and varied. A program should include semi-technical talks as well as social events suitable for members’ families. Thus, visits to interesting relevant businesses and facilities should be combined with such events as visits to theaters, wine and cheese tastings, competitive meetings and outings.

Given that the section has first worked on providing a successful program, the following are successful steps in recruiting new members and in retaining existing ones.

How ANS National Can Help

By the provision of one or more of the following:

- Assistance in starting a local section
- National membership mailing lists (for revitalizing sections only)
- New national members in local section area (upon request)

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STEP ONE: GETTING ORGANIZED

Getting Organized – Tip and Ideas

- Request membership statistics from your Membership Chair by having the Chair fill out the [Local Section Membership Status Worksheet](#).
- Set up a membership planning meeting. This should include at least the Section Chair, Vice Chair, Treasurer, and Membership Committee Chair as well as any recognized enthusiast for growth of the section.
- Work through steps 2-6 on the prior page to help to define the section's membership goals and objectives for the year.
- Chart out the specific activities on the planning calendar to help achieve your goals.
- Have the Membership Committee Chair distribute relevant forms and material to committee members.
- Appoint a Membership Committee Chair who wants the section to grow and believes that it can.
- Appoint members in all geographic areas of the section to the committee.
- Use members who previously submitted names of potential new members who subsequently joined
- Do not limit the committee to national ANS members
- Set reasonable goals and work to achieve them
- Develop promotional materials and make them available as early as possible
- Provide an incentive for committee members (such as a free kick-off breakfast)
- Hold committee meetings frequently to coordinate activities
- Keep up-to-date records of paid members
- Give recognition to committee members (such as their name on the section letterhead and awards for significant recruitment)
- Expand the role of the committee to serve all year
- Make the committee size only as large as is needed to be effective (excess committee membership leads to less work)
- Promote good membership committee members to other section responsibilities after service on this committee.

Local Section Membership Status Worksheet

Date:	
Number of current members:	
Number of section members who also have national society membership:	
Background information on the origin of the majority of members (i.e. companies, agencies, or educational establishments):	
Areas targeted most frequently:	
Section membership trends (state membership numbers for the past five years):	
Problem areas: Retention of members? Relevance of the section to current business? Expense to members? Variety of the program?	
Most successful membership tools that have been used for the section:	

STEP TWO: SETTING ANNUAL MEMBERSHIP GOALS

1. Discuss the information on the status worksheet and set goals in the areas of section recruitment and retention based on prior history and changes in local businesses.

Recruitment Goal

_____ new members for 20__

Retention Goal

_____ % retention for 20__

2. Calculate your total membership goal. Use your recruitment goal number for new recruits and estimate the number of drops using information from past years.

(Current members + new recruits - drops = Total Membership Goal)

Total Membership Goal at the end of the year.

_____ for 20__

3. Break down this number by month and chart the results on the calendar on page 13.
4. Work through steps 3-7 to outline the activities and events that will help reach the section goals.
5. Map out activities on the planning calendar on page 31 and implement tactics to reach these goals.

STEP THREE: RECRUITING NEW MEMBERS

Recruiting New Members -Tips and Ideas

Personal interest in the professional development of another individual has proven to be the most successful membership acquisition technique. This is a responsibility of all interested members and should be emphasized and encouraged in as many ways as possible.

- Visit the CEO/CNOs of nuclear-related firms, department heads and managers in nuclear-related endeavors to inform them of the advantages in recommending the ANS local section to their employees.
- Cooperate with the organizers of a plan branch within the section.
- Reduce or eliminate the first-year dues for new members.
- Reduce dinner meeting costs for the first year of membership.
- Provide challenging assignments for new members to get them involved in section activities.
- Have committee members contact members in person
- Sell memberships at peak hours (at cafeteria, at entrances, etc.)
- Posters with membership forms on bulletin boards within companies and colleges
- Establish a central membership station
- Include membership applications in mailings and communications
- Include renewal forms in the section's newsletter
- Consider allowing sign-up for membership on the local section web site
- Offer incentives for existing members in finding new members

Company support is helpful to successful membership recruiting. Target visits and letters to local utility and industry leaders pointing out the advantages to their company of having their employees involved in ANS activities

Special Mailings (Mailings can be expensive; evaluate their effectiveness.)

- Use e-mail as much as possible for all member communication including the section newsletter.
- Use free e-mail marketing companies such as [Constant Contact](#) or [Mail Chimp](#). This allows users to unsubscribe if desired. Not allowing users to unsubscribe may get you blacklisted.
- Save on postage by including section and national membership information in each section newsletter. Members can pass it on to potential members.
- Send letters to members urging them to invite colleagues to join national ANS and the local section. This could be done in the section newsletter, but may be more effective as a single letter stressing the values of membership.
- Contact all national members who are not section members. You can use the [Member Directory in ANS Collaborate](#) to find national members in your state. Update Membership Rosters are also sent to local sections as they submit their annual reports to ANS HQ.
- Write letters to members of related professional societies after seeking permission from their Executive.
- Send follow-up letters/emails to participants who attend meetings sponsored or cosponsored by the section.

- Target letters to new national members in the local area identified by the ANS national organization

Publicity

- Provide a sign-up link (Join Our Mailing List) on the local section web site.
- When local section activities are publicized in local newspapers and professional periodicals, emphasize the goals and objectives of the Society and the local section to encourage membership. List a membership contact person and telephone number.
- Provide local nuclear-related companies, laboratories, and college departments with ANS posters and section meetings notices, along with membership applications (preferably through an employee who is willing to act as an active liaison.)
- Provide section newsletters and membership applications to other local professional societies and offer to publicize them through the section's newsletter.
- Be sure that both national and local membership information is available at your exhibits.
- Encourage your section spokespeople, who have meetings or presentations, to make a membership pitch.
- Remember to send local section news to *ANS News* at ansnews@ans.org.

Meetings

- Set up a membership table at all meetings sponsored or cosponsored by the section. ANS membership posters and applications are available through ANS HQ by contacting membership@ans.org.
- Staff an ANS exhibit booth that emphasizes the advantages of membership at any appropriate local meeting or event.

Recruiting New Members Worksheet

Recruitment Goal: _____ new members			
Tactics	Targets	Estimated Cost	People Responsible
Example: Membership Exhibit Table	Section meeting guests	\$0	John and Jane Doe
Variety of the sections program	Members interested in more than pure technical presentations	\$?	??
Total Estimated cost \$			
Chart your tactics on the planning calendar			

STEP FOUR: IMPROVING YOUR RETENTION RATE - TIPS AND IDEAS

“It’s more efficient to keep a member than to recruit a new one since it also indicates whether the section’s program has value.”

Involvement

Members who remain in the Society for the longest period tend to be those who are involved in technical programs or committee activities. Seek ways to involve members of all ages and backgrounds in more of the section activities.

Recognize members

- At meetings:
 - Ask the group to recommend that their colleagues join
 - Recognize new members and contributing members
 - Have committee chairs give brief oral reports. Thank them.
 - Designate several hosts/hostesses to greet newcomers, etc.
- Include news about members in the section’s newsletters.
- Send a letter to a member’s superior highlighting his/her achievements and contributions to the Society.
- Send a welcoming letter from the section chair to each new section member. Include information about ANS national membership.
- Send a letter of thanks to each member who contributes in some special way to the section.
- Send a letter to senior student members urging them to continue their association with the Society after graduation.
- Send a letter to those who have not paid the current year’s dues, pointing out the advantages of retaining their membership.
- Send a letter to dropped members asking why they did not rejoin and what recommendations they would make for the conduct of the section. Results from this survey can be used to identify areas for improvement and point to where your section may need to invest more effort and funding.

Tips for Retaining Professional Members

- Keep membership dues low.
- Keep the program vital with lots of variety, technical talks, social gatherings, wine and cheese tastings, visits to both technical venues and such things as theaters to involve the whole family. A common interest in nuclear science and technology is not sufficient to overcome boring meetings after a day in the office.
- Remember that the ANS is not just a nuclear power society - much more is done in other areas of nuclear science and technology
- Lower local meeting costs for local section members.
- Have a discount joint membership fees for family members.
- Award members who make outstanding contributions to the section goals.
- Provide a membership card for new members.
- Involve all members in some activity, not some in all activities
- Have something for everyone in overall program (meetings, social, public education)
- Take part in national ANS projects and programs
- Provide visible benefits like newsletters, etc.
- Publicize section goals and accomplishments in editorials and letters to the press
- Support member ideas for new programs and projects
- Survey members to learn what they want
- Provide strong leadership with unity of purpose
- Assign members specific tasks
- Foster participation in the section by national ANS officers and members of national committees and divisions
- Recognize members at meetings (section officers, committees, workers)
- Obtain management support for section activities and goals
- Honor members on nuclear anniversaries, section milestones, retirements
- Identify paid members

Tips for Retaining Student Members

- Recognize that their opinions matter, sometimes more than old established and retired members
- Invite them to all meetings and events.
- Subsidize (in part or full) membership dues and meeting costs of students
- Subsidize (in part or full) the cost of students to present technical papers at ANS local, topical, and national meetings

Improving Retention Worksheet

Retention Goal: _____%			
Tactics	Targets	Estimated Cost	People Responsible
Example: Welcome letters	New members	\$30/year	John and Jane Doe
Review the section program and ensure that it is vital and of interest to everyone after a full day's work at the office	Everyone		
Total Estimated cost \$			
Chart your tactics on the planning calendar			

STEP FIVE: RECRUITING MEMBERS FOR NATIONAL

National ANS Membership

To achieve the objectives of the Society, it is important for local sections to encourage membership in the national organization as well as it is for ANS national to recommend that national members join their local sections.

Ideas for Recruiting National Members

- Participate in the ANS national recruitment contests, such as the Member-Get-A-Member Campaign.
- Emphasize the ANS national programs at local section meetings by including national activities as an agenda item and by making ANS national membership material available.
- Use the template PowerPoint presentation created by ANS national, "[Benefits of Membership in the American Nuclear Society](#)".
- Encourage personal contact with other national ANS members.
- Use the local section newsletter to encourage national membership.
- Include national society information brochures with your local section membership application forms.
- Emphasize that there is a discount of 50-75% on initial national society dues for those who attend national ANS meetings.
- Appoint a subcommittee to work on national membership recruitment.
- Recruit from the section's plant branch if there is one.

Recruiting National Members Worksheet

Recruitment Goal: _____ new members			
Tactics	Targets	Estimated Cost	People Responsible
Example: Set national information brochures out at your membership table during section meetings	Meeting guests	\$0	Jane Doe
Total Estimated cost \$			
Chart your tactics on the planning calendar			

STEP SIX: MOTIVATING AND RECOGNIZING KEY MEMBERSHIP WORKERS

National ANS Membership

- Copy the worksheets for all membership committee members so that it is clear who is responsible for each project.
- Publish an honor roll in your sections newsletter.
- Offer awards or incentives to active members. Remember to recognize not only your top recruiters, but also other workers - those who construct exhibits, design flyers, send letters on behalf of the chair, etc.

Motivating and Recognizing Workers Worksheet

Tactics	Targets	Estimated Cost	People Responsible
Example: Award ANS desk sets to top recruiters	Top 3 recruiters	\$33	John Doe
Total Estimated cost \$			
Chart your tactics on the planning calendar			

STEP 7: LOCAL SECTION MEMBERSHIP PLANNING CALENDAR

Total Membership Goal:
 (___ New members and ___% retention rate)

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Step Two: Monthly Targets for New Members												
Step Three: Recruiting New Members												
Step Four: Improving Your Retention Rate												
Step Five: Recruiting Members for National												
Step Six: Motivating and Recognizing Key Membership Workers												

SAMPLE LETTERS

Welcome Email to Members

This is a sample letter that the Savannah River Section sends out. This is not meant to be copied verbatim, but tailored to highlight the activities of your section.

Dear [Name]:

The Savannah River region has a long history supporting nuclear technologies (the ANS-SR chapter was chartered in 1963) and also has a bright future. The nuclear renaissance is starting right here in our own backyard. Each of us has a role to play in the success of the revitalization of our industry.

First and foremost, we must all strive to maintain our safe operating practices to uphold our industry's reputation as being both safe and clean. This is true whether we work in the power industry, the nuclear materials industry, or in medicine.

Second, we must strive to be good ambassadors of our industry. ANS-SR has a very strong outreach program that engages the public, both young and old, to give them basic knowledge that allows them to make more informed judgments related to nuclear technologies. We have one of the strongest programs in the nation, reaching up to 5,000 people per year. In the past, the nuclear industry did not always engage the general public effectively. As a result, the general public often had no basis for evaluating the truth. Being a strong ambassador includes planned outreach as well as being the person next door who answers the tough questions in a thoughtful, respectful way.

Lastly, we must all keep our technical skills honed to best serve our nation's needs related to nuclear technologies. At ANS-SR we support this effort in many ways. We hold monthly technical meetings to keep our members up to date on topics of interest to the nuclear community. We also support regional Topical Meetings which provide a much deeper experience related to a specific topic. Since you indicated your volunteering interest in Section Functions Support, ANS-SR welcomes your input and participation at our monthly meetings, our upcoming Topical Meetings, and outreach events. In addition, Diane Shelton (our admin support) will send notices of our monthly technical meetings and section notices.

All section notices will be emailed to the address provided on your application. Information related to opportunities to participate in outreach efforts will also be communicated to you. For your ease of mind, the information submitted on your membership application will not be made public to anyone without your personal, written permission. Again, welcome to the ANS-SR nuclear family, and currently there is no membership fee associated with our local section!

Sincerely,

Tinh Tran
2018-2019 ANS-SR Membership Chair

Professional Membership Recruitment Email

Dear {Prospect Name},

Thank you for joining the {Name of Section}. As a chartered section, the {Name of Section} is authorized by the American Nuclear Society Board of Directors, to provide local networking opportunities and facilitate information sharing on behalf of ANS.

Your commitment to excellence in the field of nuclear science and engineering reflects a strategic goal of the American Nuclear Society which is to support the ongoing education and development of the nuclear science and technology workforce on best-in-class scientific and engineering techniques that promote the safe, efficient and effective application of nuclear science and technology.

We invite you to join the premier organization serving the nuclear profession, the American Nuclear Society. Connect with the leaders in your field to help shape the future of nuclear. Network and interact with your peers and established professionals. Keep up on the latest in nuclear science and technology research. Take advantage of the ANS Mentoring Program where experienced industry volunteers share, one-on-one, their knowledge and experience. And, join over 11,000 nuclear science and technology professionals in representing a strong, unified voice in support of the advancement of nuclear science.

For your Professional Member dues of \$170 per year, you will also receive Nuclear News, a monthly magazine featuring the latest worldwide developments in the nuclear field, access to the networking site - ANS Collaborate, and membership in two ANS Divisions providing you with in-depth information and networking opportunities in your areas of special interest.

I have provided the join link for your convenience, www.ans.org/join or call 800-323-3044 and sign up today!

We look forward to you becoming a part of the American Nuclear Society.

Best regards,

{MEMBERSHIP REP}

Student Membership Recruitment Email

Dear {Prospect Name},

Thank you for joining the {Name of Section}. As a chartered section, the {Name of Section} is authorized by the American Nuclear Society Board of Directors, to provide local networking opportunities and facilitate information sharing on behalf of ANS.

Your commitment to excellence in the field of nuclear science and engineering reflects a strategic goal of the American Nuclear Society which is to support the ongoing education and development of the nuclear science and technology workforce on best-in-class scientific and engineering techniques that promote the safe, efficient and effective application of nuclear science and technology.

We invite you to join the premier organization serving the nuclear profession, the American Nuclear Society. Connect with the leaders in your field to help shape the future of nuclear. Network and interact with your peers and established professionals. Keep up on the latest in nuclear science and technology research. Take advantage of the ANS Mentoring Program where experienced industry volunteers share, one-on-one, their knowledge and experience. And, join over 11,000 nuclear science and technology professionals in representing a strong, unified voice in support of the advancement of nuclear science.

For your Student Member dues of \$30 per year, you will also receive Nuclear News, a monthly magazine featuring the latest worldwide developments in the nuclear field, access to the networking site - ANS Collaborate, and membership in two ANS Divisions providing you with in-depth information and networking opportunities in your areas of special interest.

I have provided the join link for your convenience, www.ans.org/join or call 800-323-3044 and sign up today!

We look forward to you becoming a part of the American Nuclear Society.

Best regards,

{MEMBERSHIP REP}

Partnership Solicitation Letter - Corporate

[Name
Company
Address
City, St Zip]

Dear [CEO, CNO, or equivalent]:

The [name] Local Section of the American Nuclear Society would like to form a partnership with [Company Name] to advance our common interest in promoting better understanding of nuclear science and technology. We conduct numerous activities which would greatly benefit from your support. Examples include the following:

[list activities such as

- special meetings
- teacher workshops
- scholarships
- student science fair sponsorships/judges
- public information]

We encourage you and members of your organization to attend our meetings which are generally held [periodicity, time, location]. For your convenience, a schedule of meetings for the next several months is enclosed.

I will telephone you during the next month to discuss our activities and ways in which [Company Name] could be involved. If you have any questions before then, please telephone me at [phone number/email].

Sincerely,

[Name]
ANS [name] Local Section Chair

Thank You Letter - Corporate

[Name
Company
Address
City, ST Zip]

Dear [CEO, CNO, or equivalent]:

The [name] Local Section of the American Nuclear Society is very grateful for the support which you have provided during the past year. It has enabled us to conduct the following activities:

[list activities such as

- special meetings
- teacher workshops
- scholarships
- student science fair sponsorships/judges
- public information]

We encourage you and members of your organization to attend our meeting which are generally held [periodicity, time, location]. For your convenience, a schedule of meetings for the next several months is enclosed.

Again, thank you very much for your generous support. If you have any questions about [name] Local Section activities, please telephone me at [phone number].

Sincerely,

[Name]
ANS [name] Local Section Chair

