## wef membership

## STEPS TO ENGAGEMENT

I'm a willing, fully-participating and well-performing local MA board member

**GOAL** 

Assist WEF Member Associations to help prospects and members move up the ladder.

I am a willing, fully-participating and well-performing volunteer

I participate frequently in many aspects of the WEF and/or local MA.

I occasionally participate in meetings, virtual conversations, on website.

I'm a member, but in name only, I don't participate in anything.

I've heard of WEF and the local MA, but don't see value in belonging and/or had a bad prior experience.

I've never heard of the local MA and/or don't know the difference between national and MA membership.

OLUNTEER & LEADERSHIP

Leadership Development & Succession

Seek, Engage & Mobilize Volunteers

Relationship Building

Relevant Offerings

Compelling Value Proposition

Increase Awareness

MEMBER NGAGEMENT

MEMBER ROSPECTING

SOLID FOUNDATIONAL PROCESSES AND PROCEDURES