

ASIS International

MEMBER ATTRACTION & RETENTION

Read below for some tips on how to promote ASIS membership in your local chapter

RESPECT REIGNS SUPREME

Show appreciation



Be patient and respectful with your chapter colleagues, and remember that personal attention and appreciation—including simple “thank you”—goes a long way for building a community.

APPOINT A COMMUNICATIONS OFFICER

Spread the word



It's difficult sometimes to get the word out about chapter programs and events-- tap a volunteer to serve as a communications officer who can be in charge of posting all updates to LinkedIn and update the local ASIS Connects chapter page.

LOOK OUTSIDE THE CHAPTER

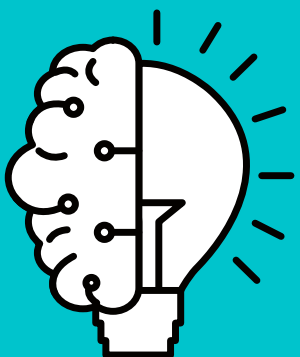
Be diverse



Recruit subject matter experts from outside the chapter to bring value and networking to meetings. Partner with law enforcement and military groups to help members with career transitions. Work with schools and colleges to build pipelines of new talent and members.

FOCUS ON CERTIFICATION

Continued professional development



Certification appreciation or study sessions are a great way to connect security veterans with up-and-coming professionals and new members. Don't underestimate the value of a “Certification 101” primer to members.

ACCESS THE ASIS [MEMBERSHIP TOOLKIT](#) HERE FOR ADDITIONAL RESOURCES TO UTILIZE IN YOUR EFFORTS.