

9/14/25

Delta Gamma Alumnae Group Academy

VP Membership Breakout Group Notes

Membership Core Responsibilities:

- You are the Recruitment Chair
 - o Have the required number of local dues paid members annually
 - Alumnae Chapters need 20 or more members
 - Associations need 10 or more members

Idea sharing:

How do you get members to pay their dues?

- **How do you communicate with members?**
 - o Group texts
 - o Sending emails through member planet
 - o Instagram & website
 - o Letters in the mail, especially to older members (50+) – one chapter mentioned they are doing hand mailed letters to 67 members! This would be helpful for those who don't have social media or emails (older demographic perhaps)
 - o Having a localized alumae group facebook presence
 - o Email and newsletter

Recommended to expand how you reach out to sisters – not just an email to the list of emails you have or have collected of people you know. Send instead through member planet or anchor base to reach more members/others in your community who you may not know personally.

- **How often are you talking about paying dues?**
 - o Should be at every event
 - o Can't run without members paying dues, these dues are invaluable.
 - o We are a sisterhood but also still a business, and a reminder that these dues go to pay for many important things, one of which is how our chapter is represented at Convention. These dues help us to be here at important events and to run events
 - o Send out communications in May/June – reminders to pay local and EO too

Ideas for getting more sisters to pay dues:

- Lower dues for new graduates – some chapters do this to get member buy in in those early years when they’ve just graduated and may not be employed yet
 - o “\$5 the first year”
 - Also educating new alumnae about what alumnae dues actually cost (significantly cheaper than collegiate dues)
 - o Pay what you can option
 - o \$10 for older members who have been members for a very long time (usually they will pay more)
 - o Periodically send out dues reminder through member planet (?? Wasn’t 100% sure if this was where it goes through ??) – it won’t send the email to those who have already paid
 - Send July, September, January, April
 - o Put who has paid in the newsletters
 - Shout out award winners
 - o Membership – once a year do Alumnae Zip code analysis (reach out to your RAS for help if needed)
- Other ideas:
 - o Young/new moms group meet up (maybe even combine older members who would help out with babies!)
 - o Diversity membership activities → some at night, some day, think of the cost, time, place etc. and how this is attractive to your members
 - o Work closely with VP Programming to make things accessible.
 - Send out a questionnaire and survey about when members want activities, how far would they travel? What are they interested in? Gather information that would make your event successful.
 - After the event reach out to tell sisters how great it was to see them and connect.