



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

Sheri Jacobs, The American Society of Association Executives (ASAE)

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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.

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