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## RECRUITMENT/UNIQUE CONSIDERATIONS

The key to recruitment of Life Members is offering activities that respond to their interests and under conditions that they are able to participate. Life Members want to be involved in specific activities and favor those activities that have engineering aspects. Unique considerations for Life Members may include hard copies of communications, daytime meetings and transportation assistance.

Recruitment of existing Life Members can be initiated with the invitation letters and questionnaires. Responses to the questionnaire should be acknowledged with a telephone call or a face-to-face contact. Personal contact was a key to the growth and success of the Los Angeles Section Life Member Forum.

New Life Members can best be recruited at an annual or monthly recognition event. Following are examples of current Section/Branch Life Member recognitions:

- ❖ Framed certificate
- ❖ Paid meal, some include a guest
- ❖ Name in program
- ❖ Biographical information on Web Site
- ❖ Biographical information reported at meeting
- ❖ Biographical information provided in a book at annual recognition lunch

The keys to the recognition event are to make it clear to the Life member that their years of service are valued and that the Section/Branch is interested in their service in the future.

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## FINAL THOUGHTS

The number of Life Members in Sections and Branches ranges from about 40 to 1000. A five to ten percent response from small organizations provides two to four motivated volunteers, which is a significant new resource with great potential for service. A one percent response from a large organization results in ten new volunteers, which is also a major new resource. The ASCE study on Life Members has shown that the program outlined in the ASCE Guidelines will result in increased Life Member participation at the local level.

The complete report on *Guidelines for Life Member Involvement in ASCE* is available for Nancy Berson at [nberson@asce.org](mailto:nberson@asce.org). The report provides more detail on the subjects in this brochure and has an Appendix with Life Member data, a sample questionnaire and sample letters.

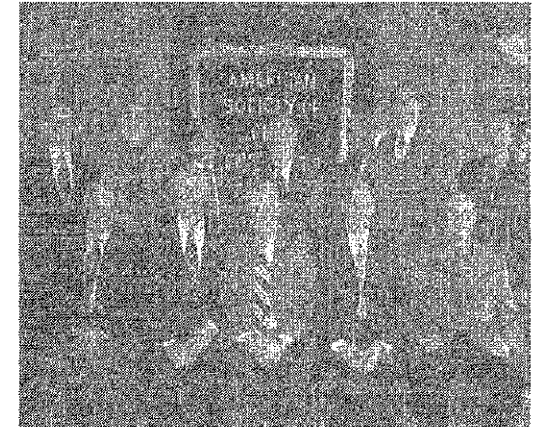
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# Life Member Involvement Guidelines





## Getting Started

Two steps are essential in the beginning. An officer of the local organization must believe in the value of more Life Member participation and support the commitment of resources to the effort.

A motivated and enthusiastic Life Member Champion must be selected that can contact and recruit other Life Members and foster their involvement in local organization activities. In some cases an organization may find it appropriate to create a start up team.

## Organizational Options

Since there is a broad range of size and density of ASCE local organizations, one size would not fit all. There are four basic organizational options to consider when initiating a program.

Life Member Champion. Most essential, the champion must see the value of Life Member participation. The Champion should have the ability to define opportunities for Life Members in their specific Section/Branch and to recruit and engage others. The Champion could initiate the invitation and questionnaire to define the numbers and areas of interest of Life Members.

Life Member Group With increased interest, a Group could be formed to facilitate Life Member involvement and also to consider initiatives or new efforts within the local organization that could be fully staffed by Life Members. This would be an informal group working together at their own time and pace.

Life Member Committee As Life Member participation grows there may be an interest in Life Member activities. Section/Branch support will continue, but activities that foster peer relationships may also be developed. The establishment of the Life Member Committee would involve selecting Committee leadership and more formal scheduling.

If interest continues to grow a Life Member Forum should be considered. A Forum is an organization that, in addition to serving needs of the general organization, has Life Member Committees with specific tasks and Life Member programs and field trips.

## Proposed Life Member Activities

- ❖ Recognizing peers through Awards Programs and/or on achieving levels of recognition, such as becoming a Life Member.
- ❖ Recognizing Life Members through articles in Section/Branch Newsletters.
- ❖ Volunteering for Section/Branch activities.
- ❖ Promoting ASCE Initiatives at the Local/Regional or Society level.
- ❖ Organizing and/or providing speakers for a speakers bureau.
- ❖ Helping improve communications through work on a web site or by providing hard copies for those who don't use computers.
- ❖ Preparing a Life Members Newsletter.
- ❖ Leading and/or participating in Engineer Week activities.
- ❖ Organizing History and Heritage projects/activities. Assisting Student Chapters with programs/activities.
- ❖ Mentoring students and Younger Members.
- ❖ Becoming involved with engineering related public projects (speaking at public hearings, etc).
- ❖ Leading and/or assisting with the preparation and dissemination of local Infrastructure Report Cards.
- ❖ Organizing or assisting in disaster preparedness programs.
- ❖ Offering transportation to other Life Members who want to participate but can no longer drive.
- ❖ Helping with fundraising such as golf tournaments and seminars.
- ❖ Assisting other Life Member Groups start up.
- ❖ Digitizing Section/Branch records and important historical information.

## Critical Success Factors

There are a few factors critical for success.

- ❖ A key person, or Champion, must start the effort by identifying, communicating with, and developing interest and enthusiasm among other Life Members. This person must believe in the opportunity to involve Life Members and be able to generate interest from other Life Members.
- ❖ Section/Branch support and follow-up are necessary to give the Champion/Group a reference place in ASCE.
- ❖ There must be meaningful activities.
- ❖ Life Members want to stay connected and support networks that foster peer relationships and communication.
- ❖ Technical and social activities that allow for spouse/significant involvement are supported.
- ❖ Monthly or annual recognition programs for new Life Members makes them feel good about their careers and provides an opportunity to invite local organization participation.
- ❖ Person to person contacts are most effective.

*If you are interested in forming a Life Member Forum, email Nancy Berson at [nberson@asce](mailto:nberson@asce) or 703-295-6010*