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The Second Edition of Membership Essentials is the American Society of Association Executives' practical and comprehensive guide to membership development, recruitment, and retention. Step by step, Membership Essentials reviews all aspects of membership such as engagement theory, membership functions, infrastructure, global membership, delivering value, the role of volunteers, and much more.

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## **How to Organize Membership Teams to Deliver Better Value**

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Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources 2nd, Chapter 12, Recruitment and Renewal Strategies ASAE and Wiley (2016). Email This BlogThis! Share to Twitter Share to Facebook Share to Pinterest

## **Membership Marketing Blog: Publications**

Membership dues continue to be a significant source of revenue for associations. If you happen to be assigned to review the dues structure at your association, ASAE & The Center for Association Leadership has released a book that may help with your task: Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources (edited by Sheri Jacobs and Carylann Assante)

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## **Sheri Jacobs (Author of The Art of Membership)**

Human Resources Marketing and Recruiting: Essentials of Employee Referral Bryan Moll\* BKR Strategy Group, Brooklyn, NY, USA Abstract This chapter covers an overview of the description, implementation, and management of an employee referral program. This is an important recruitment tool, and so it is crucial that any company looking to

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About. As an experienced Human Resource Professional - Member of HRPA Association - I have developed an expertise in the HR industry. Working in various organizations has enabled me to specialize in hiring processes, full-recruitment cycle, HR Audits, employee relations, labour relations, collective agreements and training & development of new employees.

### **Guerlain Gill - HR Recruitment & Retention Specialist ...**

This was a very rewarding experience, going beyond managing member recruitment and retention by improving the membership processes and strategies for the organization.

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