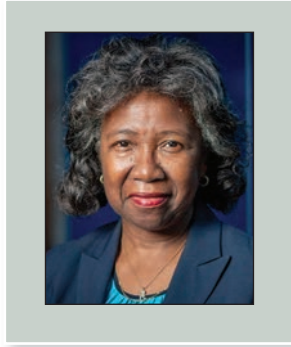


## ▶ PRESIDENT'S MESSAGE



Priscilla Oliver, PhD

## Ideas for Enhancing and Increasing Membership

As I joined the Board of Directors of the National Environmental Health Association (NEHA) as Second Vice-President in 2016, I was given the assignment of Membership Committee Chair. At the time, the goal was to increase NEHA membership to 5,000 members. NEHA had some 4,000 members at that time and now we have over 6,000 members.

I created this list of ideas that has helped NEHA and can assist state affiliates and student environmental clubs to enhance and increase membership. The list was created to become part of a membership strategy and can also apply to other volunteer and nonprofit organizations. These are a few suggestions and there are many more to supplement these ideas. Recruiting, retaining, and enhancing membership should be ongoing.

Here is the list.

### 60 Ways to Increase Membership

1. Hire a NEHA Membership Director and staff.
2. Coordinate Board of Director Membership Committee with Membership Director to create, discuss, revise, update, and execute the membership plans.
3. Form a Special Group of Past Presidents, key leaders, and key members to obtain more ideas for enhancing membership.
4. Kick off Membership Drives with the President and the Executive Director.
5. Hold a Membership Activity at the NEHA Annual Educational Conference (AEC) & Exhibition each year.
6. Host online NEHA Open House.
7. Exhibit at conferences such as the America Public Health Association (APHA), state and local public health, and environmental meetings.
8. Create NEHA t-shirts, polo shirts, dri-fit shirts, casual dress shirts, and hats.
9. Offer recruitment fees and other incentives.
10. Create a Membership Blog.
11. Create a Membership Twitter Account.
12. Use an e-mail tagline: "Membership in NEHA Matters."
13. Offer a rebate to new NEHA members.
14. Have drawings for small incentive offers/rebates.
15. Create marketing ad upgrades for targeted audiences.
16. E-mail environmental health students for recruitment purposes.
17. Involve partner organizations such as the National Environmental Health Science & Protection Accreditation Council (EHAC), Association of Environmental Health Academic Programs (AEHAP), National Council on Diversity in Environmental (N-CODE) Health, APHA, etc.
18. Apply for grants and contracts to enhance membership.
19. Involve NEHA exhibitors, partners, friends, students, and environmental leaders.
20. Ask prominent donors and supportive politicians to help.
21. Create a "Dial a Future NEHA Member" Campaign.
22. Create and hang Membership Banners and Posters.
23. Create business cards on membership.
24. Create membership buttons and stickers.
25. Create a recruitment phone bank.
26. Offer lower membership rates for students and retired professionals.
27. Offer a Lifetime Membership Category.
28. Create a Newsletter Membership Corner Update.
29. NEHA TV "Spotlight a Member" video on the website.
30. Include a NEHA membership Facebook page.
31. Create a Reclaim a Member Campaign.
32. Offer 3-months of free membership.
33. Raffle off a Membership at special events.
34. Host a Membership Walk at the NEHA AEC.
35. Create a Membership PowerPoint Presentation for Online and a Traveling PowerPoint on CD for exhibiting and for leaders to utilize in speaking events.

*Recruiting,  
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36. Create a Payment Plan/Membership Renewal Notice strategy.
37. Create NEHA TV commercials.
38. Host Webinars on membership.
39. Exhibit at sustainability conferences, meetings, and events.
40. Create a theme: "Let's Grow NEHA."
41. Create a campaign: "Each Member Recruit Three New Members." Hold the campaign within a time frame and reward the recruiters that succeed.
42. Send congratulation letters to environmental health student graduates and ask them to join.
43. Create a "Friends of NEHA" membership category.
44. E-mail all members three times a year about membership.
45. Create NEHA pencils, pens, pins, styluses, and mouse pads.
46. Create a NEHA mug, bowl, plate, tie, and scarf.
47. Enhance Institutional Memberships.
48. E-mail environmental health professionals.
49. Enhance the First-Time Attendee Orientation with door prizes.
50. Get a NEHA credit card for members.
51. Get a Computerized System to handle membership.
52. Hire student interns for the membership office and NEHA AEC.
53. Recruit a Celebrity Spokesperson/ Authors for environmental health to support the membership drive.
54. Announce NEHA successes in press conferences and releases.
55. Recognize new members and recruiters often.
56. Create a NEHA membership e-mail account.
57. Hold Membership Conference Call Meetings.
58. Host Focus Group Meetings on membership.
59. Hold Board Meeting Brainstorming Sessions on membership.
60. Create Membership Chat Sessions Online and at the NEHA AEC.

NEHA Executive Director, Dr. David Dyjack, the NEHA Board of Directors, NEHA Membership Manager, Jonna Ashley, and NEHA staff have implemented some of these ideas. NEHA has an improved membership structure and reduced membership rates for special groups like students, graduates, retirees, internationals, and lifetime membership. There are more improvements to come. NEHA now has a larger and stronger membership base. Thank you all for your membership and the role you play to retain, expand, and improve membership in NEHA. Each of us should commit to growing membership in NEHA. One Suggestion: Recruit at least one new NEHA member each month. 🐼

*Priscilla* President@neha.org

## SUPPORT THE NEHA ENDOWMENT FOUNDATION

The NEHA Endowment Foundation was established to enable NEHA to do more for the environmental health profession than its annual budget might allow. Special projects and programs supported by the foundation will be carried out for the sole purpose of advancing the profession and its practitioners.

Individuals who have contributed to the foundation are listed below by club category. These listings are based on what people have actually donated to the foundation—not what they have pledged. Names will be published under the appropriate category for 1 year; additional contributions will move individuals to a different category in the following year(s). For each of the categories, there are a number of ways NEHA recognizes and thanks contributors to the foundation. If you are interested in contributing to the Endowment Foundation, please call NEHA at (303) 756-9090. You can also donate online at [www.neha.org/about-neha/donate](http://www.neha.org/about-neha/donate).

*Thank you.*

### DELEGATE CLUB

(\$1–\$99)

*Name in the Journal for 1 year.*

Clora Aikens  
Thomas E. Arbizu  
David Banaszynski  
Dale M. Bates  
Freda W. Bredy  
D. Gary Brown  
Lisa Bushnell  
Angelo Campione  
William D. Compton  
Sean T. Davis  
Kimberly M. Dillion  
Catherine A. Dondanville  
Bruce M. Etchison  
Wendy Fanaselle  
Darryl J. Flaspaher  
Shelby Foerg  
Christopher J. Foster  
Debra Freeman  
Gerald Freeman  
Roberta E. Frick  
Monica A. Fry  
Heather Gallant

David P. Gilkey  
Carolyn J. Gray  
Eric S. Hall  
Trefa Hinds  
Donna M. Houston  
Samuel O. Kemb  
James Kenny  
Soheila Khaila  
Samantha J. Kirst  
Jim Langevin  
Maria G. Lara  
Allan R. Levesque  
James C. Mack  
Meighan Maloney  
M. Elizabeth Marder  
Jason W. Marion  
Robert E. McDonald  
Aruworay Memene  
Chioma Mezue  
Joseph Noll  
Brion Ockenfels  
Joe Otterbein  
David Piergiacomini  
Kathryn Pink  
Joy L. Ramsey

Jacqueline Reszetar  
Joseph W. Russell  
Randell Ruzzkowski  
Jesse Saavedra  
Labib Sarikin Samari  
Vicki Scheuning  
Janu Shrestha  
Anton Shufutinsky  
Crystal Stevenson  
Daniel Sullivan  
Jameson Thomas  
Terry M. Trembly  
Emilia A. Udofia  
Kirk Walbush  
James M. White  
Regina Young  
Linda L. Zaziski

### HONORARY MEMBERS CLUB

(\$100–\$499)

*Letter from the NEHA president and name in the Journal for 1 year.*

Michele R. DiMaggio

Imran Khan  
Roy Kroeger  
Matthew Reighter  
Ned Therien  
Gail P. Vail  
Sandra Whitehead

### 21st CENTURY CLUB

(\$500–\$999)

*Name submitted in drawing for a free 1-year NEHA membership and name in the Journal for 1 year.*

Tim Hatch  
LCDR James Speckhart

### SUSTAINING MEMBERS CLUB

(\$1,000–\$2,499)

*Name submitted in drawing for a free 2-year NEHA membership and name in the Journal for 1 year.*

James J. Balsamo, Jr.

Brian K. Collins  
Bob Custard  
George A. Morris

### AFFILIATES CLUB

(\$2,500–\$4,999)

*Name submitted in drawing for a free AEC registration and name in the Journal for 1 year.*

### EXECUTIVE CLUB AND ABOVE

(\$5,000–\$100,000)

*Special invitation to the AEC President's Reception and name in the Journal for 1 year.*

Vince Radke