

**Developed by ASCE’s Leader Training Committee (FY18)**

**American Society of Civil Engineers**

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# Energizing an “Inactive” Section or Branch: 3 Easy Steps

**Resources**: There are plenty of resources available to you: ASCE’s LTC offers free training/webinars/ idea exchanges, the Section and Branch Best Practices Guide is full of great ideas, ASCE staff are always willing to help, and your region board and past officers are there for you too. To learn more, visit: <http://regions.asce.org/leader-training-committee/>

# Step 2: Develop a Plan

Once you have your champion, and hopefully a few ASCE volunteers, it is time to come up with a plan. If you have a good sense of the group, you may be able to start planning an initial event. [The Section & Branch Best Practices Guide](https://files.asce.org/xythoswfs/webui/_xy-e3323650_1-t_ppthIRpV) has examples of excellent technical and networking activities that may be of interest to your members. Are you not sure what your members want? Consider sending a survey to members and potential members to gage their interest. The Best Practices Guide has great examples of successful member surveys.

Also, reach out to your local Region Director and Governors to assist you in this planning. They are happy to assist you and can even make a visit to the Section/Branch to help as needed.

*Image: Microsoft Clip Art*

# Step 3: Contact Members

Whether you want to advertise your first event or send a survey to your members, you will likely want to reach as many potential members as possible. Obtain a list of ASCE members in the area through the ASCE database. Access can be granted to each Section or Branch. The database is a great way to get emails of all local members, but be cautious of spamming your members. Contact the Geographic Services Department for more information on how to access the database. In addition to ASCE members, you can also contact large firms and request that they distribute your information so that you can reach non-members as well.

# Step 1: Find a Champion

Success stories of reinvigorated groups have all started with a local champion. It is crucial to have a local person that can help develop initial goals, brainstorm activities of interest to local members, and advertise potential events. Experience is not a pre-requisite, but energy and determination are extremely valuable. If you are a governing board helping to activate a group - past officers, life members, younger members, and active civil engineers are great places to look for a champion.

The Leader Training Committee (LTC) hosts a webinar each year which is a good resource and can be found at <http://regions.asce.org/leader-training-committee/resources>

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