**Membership Development**

**4.18 Pitching Your Boss on Paying for Your ASCE Membership – Utah Section**

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| **1. Section/Branch** | Utah Section |
| **2. Section/Branch Size** | Large |
| **3. Project Contact** |  |
| Name | Matthew Roblez |
| Phone Number | 801-631-7009 |
| Email | matt@mcneileng.com |
| **4. Project Category** | Membership Development |
| **5. Project Description** | A set of facts that one can present to their boss to get them to pay for an ASCE membership |
| **6. The Process**  (What you did, When and How) | I realized that most bosses don’t pay for ASCE memberships because of financial reasons. They think it is too expensive. I figured that if one could prove that NOT having an ASCE membership was more expensive to the company than having a membership, they would pay. I wrote a document outlining the facts which could be converted into a 60 second elevator speech. I wrote an article for the Utah Section newsletter, “The Civil Source.” I later developed a flier for circulation. |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | The idea was inspired from the 2014 “101 Ways to Benefit from ASCE.” Since we did not have a committee, I asked the Utah Section to publish it in their newsletter |
| **8. Time Frame**  (When Started, When Completed) | The idea began around October of 2014 and took a month to research and write. |
| **9. Success Factors**  (The Parts that Worked Really Well) | I really felt it resonated among the members of the Section. Everyone I spoke to felt the document was of value and that they would use it. |
| **10. Setback Factors**  (The Parts that did Not Work Well) | It was difficult to actually get people to use it and report back the success or failure of approaching their boss who has already rejected them about paying for an ASCE membership |
| **11. Creativity**  (This is something off the wall that we did) | I looked at the reverse philosophy of spending money initially to save money overall. I looked at the ASCE membership as an investment instead of an expense. |
| **12. Administration**  (What was most Important?) | It is most important to get the word out and get the article published and out there. |
| **13. Follow-Up**  (What was most important?) | Track the success by polling those who used the 60 minute elevator speech and what their success or failure was. Get feedback. |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | The most important thing was to get a open up a dialog about ASCE membership when the bosses say, “No it is too expensive”. Give the member a tool to say, “You can’t afford to NOT have me become a member” |
| **15. Cautions**  (What you should NEVER do with this project?) | Don’t simply hand the boss the flier and say, “Here look at this”. Let the boss know that ASCE membership is important to you as an individual. |
| **16. The Outcome** | The Utah Section’s membership saw a spike in renewals after this was published. |
| **17. Ongoing Activity**  (Would you do it again?) | Publish this every year and update the financial numbers. Get it in the hands of the Section and Branch leaders to use. |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  |
| Name | Matthew Roblez |
| Address |  |
| Phone Number | 801-631-7009 |
| Email | matt@mcneileng.com |
| **19. Additional Comments**  (We strongly recommend attaching relevant photos and graphics) | **The original article and flier are contained with this form** |



