**Membership Development**

**4.2 Membership Growth – Baton Rouge Branch**

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| **1. Section, Branch** | Louisiana Section, Baton Rouge Branch |  |
| **2. Section/Branch Size** | Medium |  |
| **3. Project Contact** |  |
| Name | Matt Salmon, P.E. |
| Phone Number |  |
| Email | membership@ascebr.org |
| **4. Project Category** | Membership Development |
| **5. Project Description** | The project involved increasing the number of new members in the Branch and raising Branch awareness. |
| **6. The Process**(What you did, When and How) | Provided free lunch vouchers to those non-members who are potentially interested in joining ASCE and become active in the Baton Rouge Branch. Visited government agencies and local engineering firms to distribute vouchers and inform “champion” members of the program. |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Branch Membership Director |
| **8. Time Frame**(When Started, When Completed) | 24 hours to visit 15 firms/agencies and develop/print vouchers. |
| **9. Success Factors**(The Parts that Worked Really Well) |  |
| **10. Setback Factors**(The Parts that did Not Work Well) |  |
| **11. Creativity**(This is something off the wall that we did) |  |
| **12. Administration**(What was most Important?) |  |
| **13. Follow-Up**(What was most important?) | Reinforce the voucher program through the e-newsletter and website. Continue to remind current members at our branch meetings about the voucher program. |
| **14. Recommendations**(What you should ALWAYS do with this project?) | Identify champions who can assist you by handing out vouchers within agencies or firms to potentially interested future members. |
| **15. Cautions**(What you should NEVER do with this project?) |  |
| **16. The Outcome** |  |
| **17. Ongoing Activity**(Would you do it again?) | Not being considered at this time. Will consider in future if participation lags. |
| **18. Speaker Contact Information** (person from your Region who would be willing to speak about the Best Practice) |  |
| Name |  |
| Address |  |
| Phone Number |  |
| Email |  |
| **19. Additional Comments** | Expect this to be an investment into the future of the Branch. Don’t expect an overwhelming redemption of vouchers. Hand out several hundred to get a few new faces at meetings. Response from current membership has been “good idea.” |