



# MEMBERSHIP Summit

January 27–29, 2005  
AWWA Headquarters  
Denver, Colorado

## 2016 Section Membership Plan Summary

Section: Pennsylvania

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### 2016 Goals:

- Year End Membership Goal
- 1<sup>st</sup>-year Retention Goal

### Metrics

### Recruitment Strategies

1. Recruit operators and students
2. Recruit new utilities
3. Promote lifetime members

### Metrics

Offer discounts for targets  
Personal outreach to utilities  
Possible discount or buy-in

### Retention Strategies

1. Thank you emails from staff and committee
2. Presence at Section and District Meetings
3. Promote social gatherings

### Metrics

By Section staff as necessary  
By committee members  
Partner with YP committee

Return Membership Plan Summary to  
[jgalindo@awwa.org](mailto:jgalindo@awwa.org) by March 31, 2016.