

Creating a Roadmap to Member Engagement

Jim Roman
Strategic Coach



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Jim Roman: My Story

- Originally from Northeast Pennsylvania
- Raised in my family's restaurant business
- Around business all my life
- Veteran of the Air Force
- Grew an association from 0-1600 members in just 6 years
- 20+ years helping industry-specific associations, chambers and country clubs become *indispensable* to their members



2

Uncover the *needs & wants* of your members

3

The Types of Members: A Chamber Example



4

Be
welcoming

5

Orient
your new members

6

Help members take the
work out of
networking

7

Plan
great events

8

Offer
education
members want and need

9

Make it easy and fun to
volunteer

10

Develop an
*ambassador
program*

11

Run effective, engaging
and energetic
committees

12



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Thank you!



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Reach out to me

Jim@JimRomanOnline
407-796-TEAM (8326)



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