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from across the association community,  
covers every facet of membership, from  
recruiting and engaging new members  
to membership retention and long-term  
engagement.

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## **How to Organize Membership Teams to Deliver Better Value**

Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources 2nd, Chapter 12, Recruitment and Renewal Strategies ASAE and Wiley (2016). Email This BlogThis! Share to Twitter Share to Facebook Share to Pinterest

## **Membership Marketing Blog: Publications**

Membership dues continue to be a significant source of revenue for associations. If you happen to be assigned to review the dues structure at your association, ASAE & The Center for Association Leadership has released a book that may help with your task: Membership Essentials: Recruitment, Retention, Roles, Responsibilities, and Resources (edited by Sheri Jacobs and Carylann Assante)

## **Association Membership Dues -**

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## **Sheri Jacobs (Author of The Art of Membership)**

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About. As an experienced Human Resource Professional - Member of HRP Association - I have developed an expertise in the HR industry. Working in various organizations has enabled me to specialize in hiring processes, full-recruitment cycle, HR Audits, employee relations, labour relations, collective agreements and training & development of new employees.

### **Guerlain Gill - HR Recruitment & Retention Specialist ...**

This was a very rewarding experience, going beyond managing member recruitment and retention by improving the membership processes and strategies for the organization.

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