



Energize Your Local Meetings & Boost Membership

- **Hold a strong December meeting to boost membership retention & growth**

Since all memberships now renew on Jan. 1 of each year, you no longer have to track members with diverse renewal dates. The uniform renewal date provides allows you to hold a strong December meeting that underscores the value of TPA and your local association during the critical renewal period. Member retention and new member marketing are two sides of the same coin, so be sure to have a lively meeting that leaves members and prospects alike feeling good about TPA as they enter the new year.
- **Get students involved in your meetings & activities**

Many of our local associations are located near pharmacy colleges. And even in large urban areas where there is not a pharmacy school, there will be students working on their rotations at local pharmacies. You attract students to your meetings by offering them free food, stimulating activities and the chance to interact with experienced pharmacy professionals in a comfortable setting. Building a strong relationship with the pharmacy college nearest you should be a priority for every local association. Students add youth and enthusiasm to your gatherings and the more contact they have with TPA while in school, the more likely they are to join after graduating.
- **Try CE with a more lively “human” focus**

Traditional CE is often clinical in focus and aimed at just pharmacists rather than pharmacists **and** technicians. CE programs that focus on patient-care skills are more inclusive and offer a refreshing balance to the traditional clinical fare. Cultural competency, patient counseling skills, dealing with the elderly, effective personal communications and managing workflow for MTM programs are just some of the topics that will attract younger professionals while adding zip to your local CE offerings. Invite guest speakers who offer different insights or perspectives: doctors, nurses, alternative medicine experts, patient advocates, etc.
- **Raise your local’s profile with community-based activities**

Participate in community health fairs, wellness events and other activities where you can provide information and support to the public. Many organizations do not charge a fee for having a booth at such events. With advance notice, TPA can provide signage and brochures. Spreading the word about Smart Healthy Living shows our commitment to patient welfare. You can also plan your own events that provide free diabetes screening, cholesterol checks, brown bag medication reviews, etc. Such events are a great opportunity to involve non-member pharmacists and show them what TPA is about.
- **Use your meetings to unify the profession**

As specialization in the profession continues to expand, competing pharmacy interests dilute the ability of a state professional association to build broad-based appeal. If your meetings focus on patient welfare and other concerns shared by all pharmacy professionals, you can attract a diverse group of chain and independent pharmacists, consultants, compounders, technicians and others. In particular, subjects like MTM programs, disease management, immunizations, etc. transcend practice setting.