

How healthy are your

# Association's chapters?

A **healthy chapter** program generates member engagement, member satisfaction, and overall member growth for an association. So, how do you diagnose which areas of your chapter program are healthy and which need repair?

Here are four key elements that correlate with chapter success. Does your association's chapter program have room for improvement in these areas?

## 1 Sustainable leadership

Strong chapters have a core group of volunteers with an identifiable leader as well as leaders in the wings. In fact, developing upcoming leaders is just as important as supporting current leaders.



**TIP:** A-Score™ technology inside your NetFORUM platform can help you locate the members who are the most engaged and automate processes to move them along a path toward future leadership. [Learn how to use this feature.](#)

## 2 Supportive administrative structure

An effective administrative structure for chapters establishes policies and procedures, provides software tools that support chapter functions, maintains chapter identity, and assures continuity through leadership changes.

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**TIP:** The Chapter Portal option in NetForum AMS gives your chapters access to manage their chapter through NetForum while giving you visibility into the health of your chapters. [Learn more.](#)

## 3 Enthusiastic member involvement

A strong indicator of a healthy chapter program is how actively engaged members are in activities such as:

- Attending meetings and events
- Talking to other members formally and informally
- Stepping up as presenters or facilitators
- Participating on committees



**TIP:** The [2022 Association Trends Study](#) by Community Brands shows that over the next year, 74 percent of members plan to engage with organizations mostly or partly virtually. Make sure you're offering virtual engagement opportunities through your chapters.

## 4 Valuable member services

Providing member value is less about the number of services provided and more about the chapter serving the members' most important needs. Be sure to deliver what your members value the most, not just what you as a professional running the organization thinks they want.

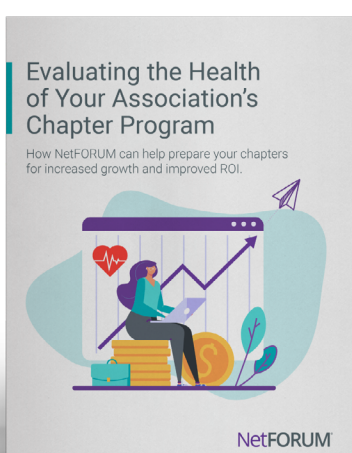
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**TIP:** The [2022 Association Trends Study](#) shows the benefits members value most compared with what benefits associations think are most valuable. Take a look at the gaps and consider where your organization's chapters might be missing opportunities to connect more with members.

Delivering an exceptional member experience requires supporting chapters and members through each stage of their relationship with your organization. NetFORUM provides additional features that can help your chapters. Contact us today to learn how you can fully support a great chapter and member experience.

[Discover more possibilities with NetForum >](#)



### Evaluating the Health of your Association's Chapter Program

Discover more practical tips and techniques for evaluating and improving your chapter programs with our Whitepaper: