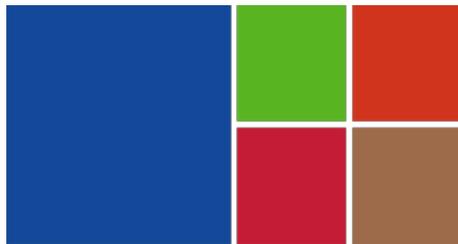




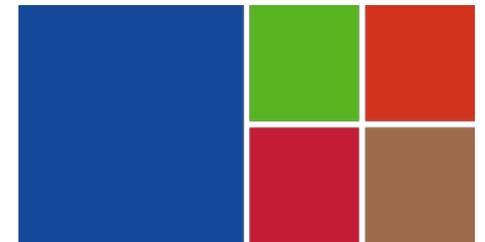
Developed by ASCE's Leader
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**Energizing an "Inactive"
Section or Branch:
3 Easy Steps**



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Step 1: Find a Champion

Success stories of reinvigorated groups have all started with a local champion. It is crucial to have a local person that can help develop initial goals, brainstorm activities of interest to local members, and to advertise potential events.

Experience is not a pre-requisite, but energy and determination are extremely valuable. If you are a governing board helping activate a group - past officers, life members, younger members, and active civil engineers are great places to look for a champion.



Image: Microsoft Clip Art



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Step 2: Develop a Plan

Once you have your champion, and hopefully a few additional volunteers, it is time to come up with a plan. If you have a good sense of the group, you may be able to start planning an initial event. The Section & Branch Best Practices Guide has examples of excellent technical and networking activities that may be of interest to your members. Are you not sure what your members want? Consider sending a survey to members and potential members to gauge their interest. The Best Practices Guide also has great examples of successful member surveys.

Step 3: Contact Members

Whether you want to advertise your first event, or send a survey to your members, you will likely want to reach as many potential members as possible. Obtain a list of ASCE members in the area through the ASCE database. Access can be granted to each Section or Branch. The database is a great way to get emails of all local members, but be cautious of spamming your members. Contact the Geographic Services Department for more information on how to access the database. In addition to ASCE members, you can also contact large firms and request that they distribute your information so that you can reach non-members as well.

Resources: There are plenty of resources available to you: ASCE's Leader Training Committee offers free training, the Section and Branch Best Practices Guide is full of great ideas, ASCE staff are always willing to help, and governors and past officers are there for you too. To learn more, visit: http://www.asce.org/section_and_branch_resources/