



National Career Development Association

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National Career Development Association Leadership Academy Project Summary

Participant(s): Traci Klasing

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Leadership Academy Class: LA V, 2010-2011

Project Title: Revitalizing MoCDA – Building State Membership from the ground up

Project Description: A step-by-step outline to building membership in a state organization will be demonstrated.

Summary/Conclusion: Revitalizing a state chapter involves many steps. Membership is a key element to a successful organization. The Missouri Career Development Association is on the right track with implementing strategies to build and sustain membership.

Results/Recommendations: Word of mouth marketing regarding the MoCDA organization resulted in 28 paying members and 26 additional interested members. After the completion of the mo-cda.org website, complete with PayPal capability, the formal membership push began. The formal membership push will be in 2 phases, the first phase is comprised of emailing all individuals on compiled lists. Phase 1 is complete. A formal invitation to join MoCDA was sent on 3/8/11 after 5 months of compiling 22 separate lists of potential members and organizational leaders. The invitation was sent to 541 potential members. Phase 2 lists have only contact information and no emails, so that research will be done in the next 3-4 months. Overall, we are very pleased with the progress and are excited to move forward!