



## MP REFERENCE GUIDE

**Toronto, ON**  
**June 26, 2022**





# Membership Promotion Reference Guide

**THANK YOU** for your dedication, hard work, and willingness to serve as your Chapter Membership Promotion Chair. As a grassroots organization, ASHRAE relies on volunteer members to support the work being done to advance our industry and create a healthy and sustainable built environment for all.

This reference guide was developed by the Membership Promotion Committee as one of several tools available to help you achieve your membership goals. If you have any questions, comments, or suggestions, please reach out to ASHRAE’s Membership Staff or your Regional Vice Chair (RVC).

## RESOURCES

- MP Training Central: [www.mptraining.weebly.com](http://www.mptraining.weebly.com)
- ASHRAE Membership Homepage: <https://www.ashrae.org/membership>

### ASHRAE STAFF

- Daniel Gurley (Membership Manager): 678-539-1127
- Jeanette McCray (Asst. Membership Mgr.): 678-539-1178

### RVC list

Full Name	Position	Email
Genevieve Lussier	Chair	genylussier@gmail.com
Dan Chudecke	Vice Chair	dchudecke@mulcahyco.com
Jason Urso	Vice Chair	jrurso@tighebond.com
Louise McKenzie	Consultant	louisemckenzie@amegroup.ca
Chonghui Liu	RVC Region I	cliu@popligroup.com
Frank Mesicek	RVC Region II	fmesicek@gmail.com
Rob Druga	RVC Region III	rdruga@gmail.com
Timothy Cannon	RVC Region IV	tim.cannon@heattransfersales.com
Jake Taylor	RVC Region V	jtaylor@dynamix-ltd.com
Fiona McCarthy	RVC Region VI	fiona.m.martin@gmail.com
Steve Grant	RVC Region VII	sjgrant@esolutionstn.com
Ron McCarty	RVC Region VIII	ron.mccarty@powers-hvac.com
Mark Penchoff	RVC Region IX	mark@ttagmail.com
Nicolas Rosner	RVC Region X	nicksrosner@eaton.com
Ryan Pinckard	RVC Region XI	rpinckard@chchydro.com
Esteban Baccini	RVC Region XII	ebaccini@mideacarrier.com
Sam Hui	RVC Region XIII	sam.cmhui@gmail.com
Alkis Triantafyllopoulos	RVC Region XIV	a.trianta@gmail.com
Nitin Naik	RVC Region AL	nitin@dewpoint.in
Daniel Gurley	Staff Liaison	dgurley@ashrae.org



## ABOUT ASHRAE

With more than 50,000 members from over 132 nations, ASHRAE is a diverse organization dedicated to advancing the arts and sciences of heating, ventilation, air conditioning and refrigeration to serve humanity and promote a sustainable world.

### ASHRAE'S CORE VALUES

**Excellence:** ASHRAE education, technical information and all other activities and products will always reflect the best practices that lead our industry. We strive for continuous improvement and innovation in all our practices and products.

**Commitment:** ASHRAE and its members are passionate about serving the built environment, creating value, and recognizing the accomplishments of others.

**Integrity:** ASHRAE is committed to the highest ethical standards. We work transparently, observing essential requirements for due process and peer reviews to assure our members and stakeholders that we do the right things the right way.

**Collaboration:** ASHRAE seeks and embraces collaborative efforts with organizations, agencies, and individuals sharing our commitment to sustainable built environments.

**Volunteerism:** Members lead ASHRAE at every level, serving ASHRAE and helping ASHRAE serve society.

**Diversity:** ASHRAE is committed to providing a welcoming environment. Our culture is one of inclusiveness, acknowledging the inherent value and dignity of each individual.

### ASHRAE STRATEGIC GOALS

**Mission:** To serve humanity by advancing the arts and sciences of heating, ventilation, air conditioning, refrigeration and their allied fields.

**Vision:** A healthy and sustainable built environment for all.



Shaping Tomorrow's  
Built Environment Today



# MEMBERSHIP PROMOTION

## YOUR ROLE AS MEMBERSHIP PROMOTION CHAIR

*(Manual for Chapter Operations, Section 2.11, Revised June 22, 2021)*

The Membership Promotion Committee is appointed by the President-Elect and is comprised of a Chair, Co-Chair, and a sufficient number of the Chapter's Area-Assigned members (*min. 3% of AAM*) to ensure that the committee's work can be done without placing an unnecessarily heavy burden on one or two individuals. Usually, the Co-chair is expected to become the next year's Chair.

The Chair is expected to attend the MP workshop at the CRC and Membership Promotion Centralized Training.

The responsibilities of this committee typically include:

- Attracting new members who will be active in the Society, locally and/or at the Society level
- Encouraging membership from all segments of the industry
- Encouraging advancement to higher grades of membership when candidates' qualifications meet the specified requirements
- In conjunction with the Secretary, ascertaining that all prospective Chapter members are bona fide members of Society
- Reducing the number of member resignations or membership lapses
- Advising the President and the Reception Committee when new members are elected or when members advance in membership grade, to ensure proper recognition at Chapter meetings and in Chapter publications
- Organizing and executing membership drives, including encouraging participation from local consulting firms (a sample local employer participation letter is provided in the MCO, Appendix 2G and on [www.mptraining.weebly.com](http://www.mptraining.weebly.com))
- Receiving from the Attendance Committee and/or Reception Committee a record of the names of people attending the Chapter meetings
- Cooperating with and seeking advice from the Membership Promotion Regional Vice Chair
- Providing a computer and internet access at Chapter meetings so that individuals can join online
- Reviewing each member's status to select and recommend nominations for honors and awards
- Collaborating with Student Activities Committee and Young Engineers in ASHRAE Committee to encourage students to retain their memberships when they graduate.



# Membership Promotion Reference Guide

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## IDEAS FOR ACHIEVING MEMBERSHIP GROWTH GOALS

*(Manual for Chapter Operations, Appendix 2H, Revised June 22, 2021)*

1. Incoming Chapter President and MP Chair solicit a minimum of 3% of the area-assigned members to serve a one-year term on the MP committee.
2. MP Chair focuses efforts related to recruiting new members and obtaining grade advancements, and the Co-Chair focuses efforts to reduce delinquencies.
3. Names of potential new members can be generated by:
  - Reviewing company names in the Chapter roster and seeking out new employees or existing employees who are not ASHRAE members
  - Running member cancellation reports through the Society website
  - Creating a list of new and existing companies in affiliated industries
  - Targeting firms that currently have no members.
4. To maximize these efforts, they should begin at the July or August Board of Governors meeting.
5. Assignments should be made to all BOG members, so that no one person is required to recruit more than four new members, contact no more than seven delinquent members, and obtain no more than one advancement.

## PLANNING YOUR ANNUAL BUDGET

It is important to work with your Chapter Board of Governors to ensure that funds are adequately budgeted for membership drives, events, and training. Examples include:

- New member gifts
- Membership milestone plaques or gifts
- Membership awards
- Student memberships sponsorship
- CRC and Centralized Training\*

ASHRAE pins or logo merchandise make great gifts/awards for new or longstanding members. These can be ordered from the ASHRAE website:

<https://www.ashrae.org/membership/logo-merchandise>

\*Society reimburses transportation costs only for the MP Chair & Co-Chair to attend Centralized Training. All other anticipated expenses (hotels, CRC registration, parking, travel to CRC, etc.) need to be budgeted by the Chapter. Note that travel must be booked a minimum of 14 days prior to departure per ASHRAE's Transportation Reimbursement Policy:

<https://www.ashrae.org/conferences/conference-resources/travel>



# Membership Promotion Reference Guide

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## SUGGESTIONS FOR RECRUITING AND RETAINING MEMBERS

*(Manual for Chapter Operations, Appendix 3B, Revised June 22, 2021)*

The following suggestions may help a Chapter recruit and retain new members.

1. Develop a program in which the Chapter assigns an existing member to provide guidance for a potential new member to:
  - Introduce the candidate to the Chapter membership
  - Provide information on Chapter activities and meeting times
  - Encourage involvement in Chapter programs
  - Keep the Chapter informed on the candidate's progress
2. Invite and encourage graduating students to become ASHRAE members; communicate the SmartStart program to graduating students.
3. Ensure that the name of the candidate/new member is added to the Chapter mailing list immediately upon receipt of application
4. Ensure that the candidate/new member has received meeting notices
5. Set up an installation procedure for inducting new Chapter members; consider presenting the ASHRAE pin and certificate of membership at a meeting
6. Publicize new members on Chapter website and in Chapter newsletter. Introduce new members at Chapter meetings.
7. Encourage new members to join Chapter committees to keep them engaged in Chapter.
8. Ensure that each new member's name is added to the Chapter roster
9. Encourage members to update their membership bio, including alternate contact information.
10. Coordinate with the Chapter's Programs Chair to ensure relevant and interesting topics are presented at Chapter meetings. Great topics result in great attendance.

## REACH EMPLOYER SUPPORT PROGRAM

The ASHRAE Reach program is designed to aid in the facilitation of the discussion between ASHRAE representatives and employers who already support the membership and volunteerism of their employees, as well as enlightening employers who are not aware of the benefits of ASHRAE involvement.

<https://www.ashrae.org/membership/member-benefits/membership-promotion-resources/reach-employer-support-program>





## BEST PRACTICES

### Offer Variety of Meeting Options

- Lunchtime vs evening
- Virtual vs in-person
- Technical tours & factory visits
- Multi-Chapter meetings or co-hosting meetings with other organizations

### Diversity, Equity & Inclusion

- Make everyone feel welcome and included
- Offer a variety of Chapter activities to ensure everyone is represented.
- Utilize all experience and skills to maximize value of Chapter for your members

### Social Media

- WhatsApp, FaceBook, LinkedIn
- Used for Chapter communication & activity updates
- Post meeting notices and event photos

### Recruit at Meetings

- Bring computer to allow guests to join ASHRAE at meeting
- Follow up with non-members who attended meetings or events
- Review list of member prospects with BOG

### Welcome New Members

- Recognize at meetings and/or in newsletter
- ASHRAE Personalized Gifts
- Mentor program

## RECRUITMENT IDEAS

### MP Battle

- Encourages employer support
- Trophy awarded at end of year, monthly shoutouts to top 3 companies
- Invite CEO/Principal to ASHRAE meeting for presentation

### Event Sponsorship

- Technical Seminar or Trade Show
- Various levels of sponsorship offered different number of free memberships

### Virtual Competitions

- San Joaquin Chapter hosted a virtual roulette event where the winner earned credit towards the cost of membership  
Could be used with a raffle or trivia competition



## PLANNING FOR SUCCESS

1. Start planning early!!!
2. Attend Centralized Training and Region CRC Workshop
3. Establish Co-Chair & Committee in the summer
  - Recruit YEAs, new members, etc.
  - Meet to discuss ideas
  - Assign roles – Recruitment Chair, Retention Chair, etc.
4. Understand Reports
5. Review previous year's membership data
  - New members
  - Cancelled members
  - Review demographics - where do you need to diversify?
6. Read the PAOE Newsletter!
7. Schedule a Planning Session with your RVC before October 1<sup>st</sup> (PAOE points!)
  - Prepare your MBOs and review them monthly
8. Understand Growth Goals:
  - Determined by your RVC
  - Net Growth Change = New Members – Cancelled Members
  - + Transfers in – Transfers out
9. Check in regularly with your RVC – **we want to hear from you!**
10. **Plan Early!!**

## MEMBERSHIP PROMOTION NIGHT GUIDELINES

- Advertise MP Events to the Chapter minimum **one month before the event**.
- Have a computer to sign up new members at the meeting.
- Offer door prize or hold a prize raffle
- Encourage existing members to bring non-members.
- **Recognize** new & advanced members.
- **Recognize** employers who support ASHRAE membership
- Include a short presentation on the benefits of ASHRAE membership.
- Can be a technical or social event – PAOE points for both!



## INTERESTING EVENTS IDEAS:

- Whiskey Tasting & Chapter Lore
- Goat Yoga
- Networking Happy Hour
- Salsa & Margarita Making
- Virtual Escape Room
- Holiday Sweater Bingo
- Trap Shoot
- Fishing
- Paint & Wine Night

## MP REPORTS

Membership reports provide you with the data you need about your Chapter members, including new members, members who have lapsed in payment (delinquent members) and potential new members in your area. Membership reports should be run monthly to help you succeed and grow your Chapter.

### How to Run Reports:



### Key MP Reports:

- **Chapter Member List:** 3 types – Fast, Standard & Condensed
- **Delinquency (XLS):** List of members with past due membership
- **New Members:** Details of new members between specified dates
- **Chapter Sign-in Sheet:** Alphabetized list of members with Chapter Dues status
- **Cancellation List:** Cancelled in the last 36 months
- **Non-Member Prospects:** Suggested contacts to join ASHRAE



# Membership Promotion Reference Guide

Monthly Checklist		<input checked="" type="checkbox"/>
July	<ul style="list-style-type: none"> <li>▪ Organize your committee for the year! 5 or 3% of AAM. Select Retention and Recruitment Subcommittee Chairs</li> <li>▪ Reach out to your RVC</li> <li>▪ Order MP materials needed for your toolkit (ex. applications, brochures, pins, etc.)</li> <li>▪ Review MP materials &amp; new PAOE newsletter</li> <li>▪ Register &amp; book flight for CRC (Fall CRC only)</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
August	<ul style="list-style-type: none"> <li>▪ Contact delinquent &amp; new members</li> <li>▪ Attend CRC (Fall CRC only)</li> <li>▪ Attend your Chapter planning meeting</li> <li>▪ Meet with your committee and develop MBOs for the year</li> <li>▪ Schedule your MP nights. Coordinate with your RVC</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
September	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Have planning session with RVC (By Oct 1!)</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
October	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Identify members who qualify for advancement</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
November	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Identify recruitment opportunities at upcoming events</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
December	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Prepare half-year report for RVC</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
January	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Review your MBOs and adjust your annual plan as needed</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



# Membership Promotion Reference Guide

<b>Monthly Checklist</b>		<input checked="" type="checkbox"/>
February	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
March	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Work with your SA Chair to promote SmartStart to graduating student members</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
April	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Work with your SA Chair to promote SmartStart to graduating student members</li> <li>▪ Register &amp; book flight for CRC (Spring CRC only)</li> <li>▪ Discuss MP Committee succession plan for the following year</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
May	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Update MP PAOE</li> <li>▪ Work with your SA Chair to promote SmartStart to graduating student members</li> <li>▪ Attend CRC (Spring CRC only)</li> <li>▪ Register &amp; book flight for Centralized Training</li> <li>▪ Ensure that MP Chair/Co-Chair for following year are identified on the CIQ (By June 1)</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
June	<ul style="list-style-type: none"> <li>▪ Contact delinquent and new members</li> <li>▪ Announce MP items at monthly meeting and/or newsletter</li> <li>▪ Run monthly reports</li> <li>▪ Finalize MP PAOE</li> <li>▪ Work with your SA Chair to promote SmartStart to graduating student members</li> <li>▪ Prepare final report for your RVC</li> <li>▪ Attend MP Centralized Training</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



## MEMBERSHIP GRADES

(ASHRAE Bylaws, Article II, June 2012)

### FULL MEMBER

The main membership grade offered through ASHRAE

#### Qualifications:

A Full Member shall have the equivalent of **12 Society-approved years of experience**. Society-approved years of experience shall be credited as follows:

- **1.5 years** of credit for each year of completed education for graduates of approved technical curricula.
- **1 year** of credit for each year of education for non-graduates who have completed at least two years of approved technical curricula.
- **1 year** of credit for each year of completed education for graduates of colleges or universities which do not have accreditation. Those holding associate degrees from technical institutions shall also be credited for one year for each year of education.
- **1 year** for each year of employment in work related to ASHRAE fields of interest and shall have included research, teaching, design, contracting, engineering sales, or engineering management.
- **3 years** of credit for professional registration or license issued by a legally authorized body in engineering or related fields.

FULL MEMBER	
<b>Annual Society Dues</b>	\$240
<b>Annual ASHRAE Benefit</b>	Select from 3 options
<b>ASHRAE Periodicals</b>	Yes (ASHRAE Journal, HPB Magazine, Science & Technology for the Built Environment)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	Yes
<b>Hold Office</b>	Yes
<b>Group Insurance</b>	Yes
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

To advance from Associate to Member, a member should update their bio online and send an email to [membership@ashrae.org](mailto:membership@ashrae.org) indicating a desire to advance.



# Membership Promotion Reference Guide

## ASSOCIATE MEMBER

The main membership grade for those with less than 12 Society-approved years of experience.

### Qualifications:

- Experience in technical matters or in design, operation, or maintenance in heating, refrigerating, air-conditioning, or ventilating fields.
- Interest in the advancement of the Society's aims, and sufficient qualifications to cooperate with HVAC&R engineers in the advancement of the knowledge relating to HVAC&R engineering and its application.

ASSOCIATE MEMBER	
<b>Annual Society Dues</b>	\$240
<b>Annual ASHRAE Benefit</b>	Select from 3 options
<b>ASHRAE Periodicals</b>	Yes (ASHRAE Journal, HPB Magazine, STBE)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	Yes
<b>Hold Office</b>	Yes
<b>Group Insurance</b>	Yes
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

## AFFILIATE MEMBER

An introductory membership grade offered through ASHRAE. This membership grade can only be held for three years.

### Qualifications:

An Affiliate Member shall have the same qualification as an Associate Member, in addition to:

- Must be either under 30 years of age **OR** honorably discharged from the Military within the past 5 years.

AFFILIATE MEMBER	
<b>Annual Society Dues</b>	\$60 (1 <sup>st</sup> Year), \$90 (2 <sup>nd</sup> Year), \$120 (3 <sup>rd</sup> Year)
<b>Annual ASHRAE Benefit</b>	No
<b>ASHRAE Periodicals</b>	Yes (ASHRAE Journal, HPB Magazine, STBE)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	No
<b>Hold Office</b>	No
<b>Group Insurance</b>	Yes
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

## STUDENT MEMBER

A membership grade offered to students enrolled in an approved course of study in a Society-related field.

### Qualifications:

- Must be a full-time student in a Society approved course of study
- Undergraduate and Graduate

STUDENT MEMBER	
<b>Annual Society Dues</b>	\$25
<b>Annual ASHRAE Benefit</b>	No
<b>ASHRAE Periodicals</b>	Yes (ASHRAE Journal, HPB Magazine, STBE)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	No
<b>Hold Office</b>	No (Can hold office at Student Chapter Branch)
<b>Group Insurance</b>	No
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

### SmartStart Program:

Recent student member graduates are eligible to advance directly to the Associate Member grade at significantly reduced rates through ASHRAE’s SmartStart Program. This 3-year program is available only to candidates who have been Student members for at least one year.

### Student Transfer Dues:

1<sup>st</sup> Year: \$25, 2<sup>nd</sup> Year: \$90, 3<sup>rd</sup> Year: \$120



### Young Engineers in ASHRAE (YEA)

All ASHRAE members 35 & younger (except student members) are automatically considered **YEA Members** and qualify to take advantage of programs and services geared specifically to young professionals.

The Young Engineers in ASHRAE (YEA) Committee was developed to create programs and develop a path for our young professional members. YEA members have access to leadership development weekends, scholarships for continuing education courses, and more.

<https://www.ashrae.org/communities/young-engineers-in-ashrae-yea>



# Membership Promotion Reference Guide

## DEVELOPING ECONOMIES PROGRAM

ASHRAE offers a lower-cost program for members residing in countries categorized as “Low Income” and “Lower Middle Income” by the World Bank List of Economies Statistics.

DEVELOPING ECONOMIES FULL MEMBER / ASSOCIATE MEMBER	
<b>Annual Society Dues</b>	\$155
<b>Annual ASHRAE Benefit</b>	Handbook PDF only
<b>ASHRAE Periodicals</b>	Digital access (ASHRAE Journal, HPB Magazine, STBE)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	Yes
<b>Hold Office</b>	Yes
<b>Group Insurance</b>	No
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

DEVELOPING ECONOMIES AFFILIATE MEMBER	
<b>Annual Society Dues</b>	\$40 (1 <sup>st</sup> Year), \$60 (2 <sup>nd</sup> Year), \$80 (3 <sup>rd</sup> Year)
<b>Annual ASHRAE Benefit</b>	No
<b>ASHRAE Periodicals</b>	Digital access (ASHRAE Journal, HPB Magazine, STBE)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	No
<b>Hold Office</b>	No
<b>Group Insurance</b>	No
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

STUDENT MEMBER	
<b>Annual Society Dues</b>	\$15
<b>Annual ASHRAE Benefit</b>	No
<b>ASHRAE Periodicals</b>	Digital access (ASHRAE Journal, HPB Magazine, STBE)
<b>Discounts</b>	Conference registration, Publications, Education, Certifications
<b>Voting Rights</b>	No
<b>Hold Office</b>	No (Can hold office at Student Chapter Branch)
<b>Group Insurance</b>	No
<b>Members-Only Access</b>	Yes (Technology Portal / Manage Membership)

### SmartStart Program Dues:

1<sup>st</sup> Year: \$15, 2<sup>nd</sup> Year: \$60, 3<sup>rd</sup> Year: \$80



# Membership Promotion Reference Guide

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## LIFE MEMBER

A Member who has been a Full Member in good standing for an accumulative total of thirty (30) years and who has attained the age of sixty-five (65) years. Life Members retain all rights and privileges of the Full Member grade.

**Annual Society Dues:** \$0

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## PRESIDENTIAL MEMBER

Former Society Presidents are named Presidential Members upon the conclusion of their presidential term. Presidential Members retain all rights and privileges of the Full Member grade.

**Annual Society Dues:** \$0

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## HONORARY MEMBER

Any notable person of preeminent professional distinction may be elected an Honorary Member. Election of an Honorary Member shall be by the Board of Directors. Honorary Members are not eligible for an annual benefit but have voting rights.

**Annual Society Dues:** \$0

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## FELLOW

A Full Member who has attained distinction in the arts relating to the sciences of HVAC, or the allied arts and sciences, or in the teaching of major courses in said arts and sciences, or who by reason of invention, research, teaching, design, original work, or as an engineering executive on projects of unusual or important scope, has made substantial contribution to said arts and sciences, and has been in good standing as a Full Member for at least ten (10) years is eligible for election to the grade of Fellow by the Board of Directors. Fellows have the same rights and privileges of the Full Member grade.

**Annual Society Dues:** \$240

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## RETIRED MEMBER

A retired member who has been a Full Member or Associate in good standing for at least ten (30) years and who has attained the age of fifty-five (55) years. Retired Members are not eligible for an annual benefit but receive the ASHRAE periodicals and have voting rights.

**Annual Society Dues:** \$35

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## THE MEMBERSHIP CYCLE

*(Manual for Chapter Operations, Chapter 3/Appendix 3A, Revised June 22, 2021)*

### STEPS IN MEMBERSHIP PROCESSING

- Completed application is received at Headquarters with appropriate membership dues
- Applications are reviewed daily
- Election notice sent to applicants weekly

### WELCOMING THE NEW MEMBER

When a new member joins, headquarters staff notifies the officers of the new member's assigned Chapter, providing the individual's name, location, and contact information. If Society collect Chapter Dues, staff informs the Chapter Officers of whether the Chapter Dues have been received.

The Chapter Officers should follow up with the new member, welcoming him or her to ASHRAE and providing information about upcoming Chapter meeting/events.

### SOCIETY ANNIVERSARY BILLING CYCLE

- 3 months before anniversary due date: Annual invoice (mail/email)
- 2 months before anniversary due date: 1st Notice (mail/email)
- At time of anniversary due date: 2nd Notice (mail/email)
- 2 months after anniversary due date: 3rd Notice (mail)
- 4 months after anniversary due date: Final notice (mail/email)
- 6 months after anniversary due date: Cancellation notice (mail/email)

### IF CURRENT DUES ARE UNPAID:

- 3 months after anniversary due date: Not eligible to vote and Journal/Insights discontinued for students
- 6 months after anniversary due date: No Journal/Insights
- 6 months after anniversary due date: Considered no longer an active member in good standing

### REINSTATEMENT

*(ASHRAE Bylaws, Article II, Section 2.20 June 2012)*

A member who has resigned or who has been dropped from membership may be reinstated by payment of the same fees charged a new member or may be reinstated as of the original date of membership if the member pays all years of lapsed membership dues accrued based on the current membership dues rate.

## MEMBER BENEFITS

### ANNUAL BENEFIT

 <b>eLearning Course</b> <b>150</b> to select from	OR	 <b>ASHRAE Standard</b> <b>100+</b> to choose from	OR	 <b>ASHRAE Handbook</b> PDF version of the most recent Handbook
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### THE TANGIBLE BENEFITS

- ASHRAE Handbook
- ASHRAE Journal, Insights, HPB Magazine, Science & Technology for the Built Environment
- ASHRAE Technology Portal - <https://technologyportal.ashrae.org/>
- ASHRAE Standards and Guidelines
- Leadership Training

### THE INTANGIBLES BENEFITS

- Networking within the industry
- Personal and professional development
- Secure employment or career advancement
- Fun!

## MP AWARDS

### Blue Ribbon Award

Awarded to the Chapter with the highest MP PAOE points in the Region.

### Red Ribbon Award

Awarded to the Chapter with the second highest MP PAOE points in the Region.

### Limelight Award

Awarded to the Chapter with the highest net positive growth on a percentage basis in the Region.

### Boomerang Award

Awarded to the Chapter with the highest percentage of nonstudent renewals in the Region.

### Lincoln Bouillon Award

Awarded to the top Chapter Membership Promotion Chair in Society.



# Membership Promotion Reference Guide

## 2022-2023 PRESIDENTIAL AWARD OF EXCELLENCE (PAOE)

Your Roadmap for Membership Promotion Success! Chapter MP Committees are expected to achieve **PAR of 1,600 points** (minimum 1,000 points):

PAOE Description	PAOE Points
If Society membership delinquencies in Chapter are 5% or less of total Chapter Area Assigned Members at the end of each month	25pts/month (300pts max)
Specific organized MP event	200pts/event (600pts max)
Separate social event (separate from MP events above) with membership promotion or appreciation component	100pts/event (300pts max)
Each 10% of total new members retained (dues paid 2nd and 3rd year)	25pts/member (250pts max)
Each member who rejoins or is reinstated after being cancelled	50pts/member (no max)
Recognition of new members & advancements at Chapter meetings	5pts/member (50pts max)
Each non-member invited & who attends a Chapter meeting	10pts/person (150pts max)
MP Chair & Chapter Officers are from 3 or more industry classifications	50pts
MP Committee includes at least one YEA or female member	100pts
Employer recognition event or presentation that recognizes employers that support ASHRAE by paying membership dues	150pts/event (300pts max)

### RVC Assigned:

PAOE Description	PAOE Points
50 points per 0.5% growth in membership at the end of fiscal year above starting point	50 pts/0.5% growth (no max)
Incoming Chapter Membership Promotion committee chair or co-chair attending the MP CRC workshop	100 pts
Incoming Chapter Membership Promotion committee chair or co-chair attending the MP Centralized Training	100 pts
Chair or Co-Chair have been on the committee for 2 years or more	50 pts/chair (100pts max)
Planning and goal setting session with RVC and Chapter MP committee members	50-100 pts
Achieving goals established in goal-setting session with RVC	10-100 pts
Each Chapter MP Committee member aside from the Chair	25-100 pts

Note: All reports are run on or around July 2<sup>nd</sup> for the June 30<sup>th</sup> results.



**THANK YOU FOR  
EVERYTHING YOU DO  
FOR ASHRAE!!**