

Building membership through effective communication

IAOPA World Assembly 2014

Cultural caveats

- Americans may leave
- No global rules
- Each AOPA has unique challenges

The UK experience

- What we have done in the UK
- Why it has been successful
- Why we're doing it all wrong

'General Aviation'

- 2002 upgrade
- 'What is AOPA doing for me'
- AOPA 'Working for You'
- Quality, skills, presentation
- Benefit of membership
- Cost issues

Quality or quantity?

- Quantity is important
- 2012 World Assembly
- Membership expectations

Building membership

- Word of mouth via magazine
- Pilot knowledge is a recruiting tool
- Magazine is left where pilots meet

Yesterday's method

- The million lost copies
- The age issue
- Costs remain high

Enews

- Success on many levels
- Inexpensive option
- Intangible benefits
- Influence on regulators

Digital revolution

- The age issue
- Facebook
- Twitter
- LinkedIn

Get the kids to do it

- BuzzFeed
- Barriers to entry
- Editing functions...
- ...back to magazines