



## WHY NEW MEMBERS?

- FAPIA now ICMA – tremendous opportunity
- Grow the association
- Enrich the association

New blood – new spirit

Exposure to a new media mix

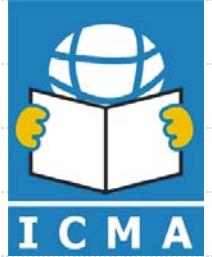
Expand the network appeal

- Ensure ICMA's longevity



## TARGET

- Aiming for an initial moderate growth
- ICMA new members actual 2003  
6 new members
- ICMA new members budget 2004



## WHAT WE HAVE SO FAR

- 6 prospective members already for 2004
- Bounty scheme
  - Initial results very disappointing
  - We will continue BUT need your feedback



## WHAT WE STILL NEED TO DO

- Huge emphasis is now placed in this area
- Strategic focus for new members formulating by committee
- Need to use all our resources effectively

Head Office

Committee

MEMBERS – BIG ROLE

- We must make budget 2004

10 NEW MEMBERS



**Thank you**