

**MBO FUNCTIONAL PLANNING GUIDE  
SAMPLE  
REGION III - NATIONAL CAPITAL CHAPTER  
PREPARED BY: KEVIN FALLIN  
MEMBERSHIP PROMOTION COMMITTEE CHAIRMAN**

<b>PRIORITY</b>	<b>OBJECTIVE</b>	<b>MEASUREMENT DEVICE (ACTION)</b>	<b>DUE DATE</b>	<b>STATUS AS OF 10/15/03</b>
1	Attend MP workshop at CRC in Johnstown, Pennsylvania.	Register to attend.	9/18/03	MPC Attended CRC Sept 18th-20 <sup>th</sup>
1	Complete planning/goal setting with RVC	1) Develop MBO Functional Planning Guide  2) Meet and/or discuss MBO with RVC	9/18/03  10/01/03	
1	Initial Website Reporting	1) Enter initial points into PAOE System Website	11/01/03	
1	Increase membership by 5% from 851 area assigned members in 2002-2003.	1) Promote Society and Local Chapter membership contests.  2) Visit firms with only one member to promote benefits of ASHRAE membership and encourage employees to join.  3) Contact the engineering staff of Property Management Companies to promote benefits of ASHRAE membership and encourage them to join.		Promoted both at all monthly meetings.
2	Achieve 2% member advancements	Send out advancement eligibility letters to those who qualify.		
2	Provide Mentoring to all new members	Assign Chapter Mentor to each new Member and promote Mentoring at all times.		
1	Schedule and conduct two Membership Promotion Nights	Membership Promotion Nights scheduled for September 18th, and March 12th.		Successfully completed MPN #1 on 9/18 & 3/12
1	Reduce number of Delinquent members from 7.05% in 2002 to 6%	Contact delinquent members through letters and Phone-A-Thon		Participated in PAT and made follow up calls for 2 months