

Dear APA Colleague,

As many of you know, APA is changing its membership structure for students and new regular members. This email includes updates about the launch and the toolkit to support your communication efforts.

### **The New Structure**

- APA student members will receive APA, chapter, AICP, and up to five divisions for free while they are actively matriculated in a degree program (any degree, planning or non-planning) for the duration of their studies. Students who complete their studies can transition into a two-year program featuring low cost, introductory dues. This replaces the current Early Career Membership Program.
- Regular APA members joining for the first time will pay low cost, introductory dues for two years.

### **The Launch**

These changes will go into effect on July 11. We will reach out to current and former Early Career Membership Program participants to help transition them into the new structure. Please direct or forward questions you receive about students to [studentmembership@planning.org](mailto:studentmembership@planning.org); send all other questions to [membership@planning.org](mailto:membership@planning.org).

### **Communications Strategy + Toolkit**

We are creating toolkit materials to help you talk about the new structure and support your members. Here is the url: [planning.org/membership/toolkit](http://planning.org/membership/toolkit). Presently there are two items:

- A fact sheet with details of how these changes will affect specific member situations. It responds to the most-repeated questions we have received so far.
- A blog post describing the changes. This is live on our [website](#) now and we hope you can include this on your websites and in your e-newsletters.

Please bookmark this url. **We will add to the toolkit as we get closer to the July 11 launch** with email templates, flyers, ads, social media posts, suggested text for your website, additional blog articles, PowerPoints, and other materials that describe in detail the membership changes and new opportunities such as the [AICP Candidate Pilot Program](#). In August, APA will mail a university toolkit containing printed materials to ACSP-member planning programs. We will contact you when the next round of materials are ready.

APA staff are enthusiastic about these changes and will work with you to resolve questions or concerns affecting you or our members.

Sincerely,

Monica Groh, Director of Emerging Professionals  
Liz Lang, Director of Marketing  
Karl Schmidt, Director of Membership

### **Monica Groh**

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