ACHCA
American College of Health Care Administrators

ACHCA GROUP MEMBERSHIP Recruitment Toolkit

A professional outreach guide for building organizational partnerships and strengthening leadership across post-acute and aging services.

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ACHCA Group Membership Recruitment Toolkit

This toolkit is designed to help ACHCA members confidently introduce and promote Group Membership opportunities to prospective organizational partners. It provides a practical foundation for outreach conversations by clearly communicating the value of group membership, supporting consistent messaging, and helping members engage executive leaders and decision-makers in a professional and compelling way.

This toolkit is intended to make recruitment efforts more effective by giving members a shared framework for presenting the opportunity. It is designed to help members explain the strategic value of Group Membership, respond to common questions, and position ACHCA as a valuable partner in leadership development, administrator support, and organizational engagement.

How to Use This Toolkit

Use this toolkit as a starting point for conversations with organizations that may benefit from ACHCA Group Membership. Members can adapt the materials to fit their audience and outreach style, whether they are initiating contact, preparing for a meeting, giving a presentation, following up after a discussion, or responding to questions about value, structure, and participation.

> **Important Reminder**
>
> The goal is not to create a rigid script, but to provide a consistent and flexible set of materials that make it easier to communicate ACHCA's message with clarity and confidence.

What You'll Find Inside

This toolkit includes a set of practical resources designed to support member outreach and recruitment efforts. These materials are intended to help members present a clear and consistent message while tailoring conversations to the needs and priorities of each organization.

- Introductory and follow-up outreach
- Presentations and leadership conversations
- Consistent talking points and messaging
- Clear communication of ACHCA's value proposition for Group Membership

By using this toolkit, members can approach recruitment with greater clarity, consistency, and confidence. It is intended to make it easier to share ACHCA's message, build interest in Group Membership, and open the door to meaningful organizational partnerships that strengthen both ACHCA and the leadership pipeline across the profession.

Why ACHCA Group Membership Matters

Why ACHCA Group Membership Matters to ACHCA

Group membership is important to ACHCA because it advances the organization's mission at a broader, more strategic level. ACHCA exists to strengthen leadership in post-acute and aging services, and group membership creates a pathway to reach entire leadership teams within multi-facility organizations, not just individual administrators one at a time. By bringing more professionals into the ACHCA community through a single organizational relationship, ACHCA can expand its influence, deepen engagement in education and mentoring, and build a stronger pipeline of current and future leaders across the profession.

Group membership creates shared value for both ACHCA and its corporate partners. For ACHCA, it strengthens membership growth, visibility, and long-term sustainability. For participating organizations, it demonstrates a commitment to excellence, supports succession planning, and helps build a culture of leadership throughout the enterprise. Framed this way, group membership is not simply a pricing option. It is a strategic partnership that aligns ACHCA's mission with the business and talent priorities of the organizations it serves.

Why ACHCA Group Membership Should Matter to Organizations

For the organizations being recruited, group membership should be positioned as a business advantage, not simply a membership purchase. It gives operators a practical, centralized way to strengthen administrator performance across multiple buildings while reducing the risk that comes from uneven training, outdated knowledge, or inconsistent leadership practices. In an environment where compliance expectations are high and the cost of mistakes can be significant, investing in administrator development is not optional, it is protective. ACHCA group membership helps organizations keep their leaders current on industry issues, connected to best practices, and better equipped to make sound decisions that reduce operational missteps, survey vulnerabilities, and avoidable financial exposure.

From an executive perspective, the return on investment is both operational and financial. Better-prepared administrators are more likely to recognize issues early, respond appropriately to regulatory and workforce challenges, and lead more consistent operations across facilities. That can translate into fewer preventable problems, reduced disruption, stronger survey readiness, and lower likelihood of costly deficiencies, penalties, or other downstream consequences. At the same time, the group model gives organizations a more efficient way to provide professional development on a scale, through centralized membership management, onboarding support, continuing education access, and leadership programming, without having to build all of that internally.

Equally important, group membership helps organizations strengthen retention and succession planning. When employers invest visibly in the growth of their administrators and emerging leaders, it sends a clear message that leadership matters and professional development is valued. That can improve engagement, support retention, and help build a stronger internal pipeline for future leadership roles. For multi-facility organizations especially, this creates a more consistent

leadership culture across the enterprise. In that sense, ACHCA group membership is not just a benefit offering. It is a workforce strategy, a risk-reduction strategy, and a tool for protecting quality, stability, and performance.

Getting Started One Step at a Time

STEP 1 **Identify Target Organizations and Make a Contact List**

Focus on organizations that:	Best prospects include:
• Own or operate multiple skilled nursing or assisted living facilities • Employ multiple licensed administrators • Have regional leadership structures • Prioritize survey outcomes and operational consistency	• Regional LTC chains • Growing multi-facility operators • Organizations with recent survey challenges • Facilities experiencing administrator turnover • PE-backed LTC organizations focused on performance improvement

Decision-makers to target include owners, CEOs, Presidents, Chief Operating Officers (COOs), Regional Directors of Operations, corporate compliance leaders, and corporate clinical leaders.

Resource Alert

Organizational Contact List Template

STEP 2 **Research the Organization**

Before you begin your outreach, do your research and ask key questions. The goal is to learn as much as you can about the organization, determine its possible pain points, and show how ACHCA membership can be a solution.

Research:	Ask key questions:
• Number of facilities • Geographic footprint • CMS Star Ratings • Recent deficiencies or survey trends • Administrator turnover indicators • Growth or acquisition activity	• Are they expanding? • Are facilities performing consistently? • Have they experienced survey pressure? • Do they already invest in leadership development?

STEP 3 Initial Outreach Using Focused Talking Points

It is important that ACHCA is positioned correctly when preparing your outreach. ACHCA is more than a source for CEs and professional networking. It is a risk reduction strategy, a leadership standardization system, a financial protection investment, and an operational excellence tool.

It is recommended that you use multiple outreach channels including email, LinkedIn, phone calls, industry conferences, referrals, and introductions. We have also provided a template for a full proposal.

Core Value Statement

"Better administrators create better facilities, stronger surveys, and better financial performance."

Resource Alert

Initial Outreach Templates
Infographic

Recommended Outreach Sequence

Timing	Recommended Action
Day 1	Send introductory email and request a meeting
Day 3-5	Connect on LinkedIn
Day 7	Follow-up phone call
Day 10-14	Send executive briefing or infographic
Day 14-21	Follow-up email

Talking points should be geared to executive-level priorities. Leaders care about risk, cost, stability, consistency, occupancy, reputation, and financial performance.

High-Impact Talking Points

Executive Priorities	Organizational Outcomes
• Compliance Protection: ACHCA helps administrators stay ahead of changing regulations. • Reduced Financial Risk: One avoided deficiency can offset membership costs. • Leadership Consistency: Group membership standardizes leadership expectations across all buildings.	• Workforce Stability: Supported administrators lead stronger teams and improve retention. • Better Survey Outcomes: Prepared administrators improve survey readiness year-round. • Long-Term Results: Stronger administrators support stronger facilities.

> "Prevention is always less expensive than correction. ACHCA helps organizations build stronger administrators, stronger facilities, and stronger long-term results."

STEP 4 Follow-Up Discussion/Meeting: ROI, Supporting Documents, and Objections

Position membership as a cost-savings investment:

Cost of Non-Compliance:	Cost of ACHCA Group Membership:
• Civil monetary penalties • Additional surveys • Lost occupancy • Legal exposure • Staff turnover costs • Reputation damage	• Predictable annual investment • Leadership development • Regulatory readiness • Professional support

Resource Alert

Group Membership Pricing Sheet
Convention Save-the-Date Graphic
Convention Save-the-Date Graphic for PowerPoint
PowerPoint Presentation

Handle Common Objections

Common Objection	Suggested Response
"We already provide training."	ACHCA complements internal training with industry-specific leadership education and peer best practices.
"We don't have the budget."	One avoidable deficiency or turnover event often exceeds the cost of membership.
"Our administrators are already experienced."	Even experienced administrators need ongoing regulatory updates, peer support, and leadership development.
"We need to think about it."	Offer pilot enrollment, a follow-up meeting, Convention attendance opportunity, or a customized pricing review.

STEP 5 Keep Track of Your Progress

Utilize your Excel document to track recruitment activity and outreach. Keeping detailed records allows you to follow up strategically throughout the decision-making process.

STEP 6 Partner with ACHCA Staff throughout the Process

ACHCA membership staff are available to support you during the whole recruitment process. Early communication with ACHCA helps ensure a smooth membership process, proper member onboarding, and ongoing engagement with available education and leadership resources.

Need Assistance? For assistance with signing up a group, please contact ACHCA Membership at membership@achca.org.