

# Membership

## Objectives:

1. Increase membership
2. Retain current members
3. Re-engage inactive members

## Increase Membership & Renewals

Create a membership team – hard task for one person, all in it together

Recruit events or recruit table at other events

Write down all the benefits of being a member, include how last year's money was spent, positive accomplishments of the club

Invite friends to join – have some fun things that they will brag about (picnic, a game, a funny speaker)

Hold a 'Each One, Bring One' or friends night event

Use Social Media – appeals to younger crowd

Make application process easy, consider electronic renewals/recurring pymt.

Ask members to give membership as a gift for some interested

Give members a chance to enter a "90-day renewal" challenge. They receive an entry to contest when they renew within the 90 days for small prize

Develop a membership brochure for members to hand out

Advertise the need for more members\

Put meeting or event in free community calendar of newspaper

Hold a brainstorming session about things to do in meetings or recruitment

Determine where you might find and solicit new members

Create a Membership theme – "Find Your Voice"

## Retaining Members

Assign a welcome committee

Meet at the door

Place established member at each table to engage new members

Establish a buddy system or ambassador program

Name tags (and call them by name)

Have a special gathering (such as a coffee & donut session or happy hour or afternoon tea) for new members to meet each other and ask questions

Orientation packet for new members (calendar, bylaws, newsletter)

Introduce new members at each meeting

Provide programs that they can be involved with (small tasks initially)

Consider a speaker or a topic to discuss at meetings (educate)

Keep them abreast of issues – communication (short newsletter)

Have a safe place or part of the meeting to express opinions (call on new members)

Consider business cards with club info and line for member information

Send birthday, anniversary (joining date) or Valentine's Day cards

Certificates for participating on various committees

Celebrate success

Monthly drawing for door prize or 50/50 at meetings

Thank you cards for special donation or special assistance

Bulletin Board with members businesses

Have some fun together

Appreciate, Appreciate, Appreciate!

## Re-engage Inactive Members

Communicate with old members to find out why they dropped out

Collect the data to see if it an area where you can improve

Preferably a phone call, electronically a second choice, a survey

"We miss you" cards – "wanted" poster

Identify other tasks that the volunteer can help with

Use the tools that you use for recruiting – newsletters, what we did this year and/or what we funded, upcoming events

Be aware of signs that people are not happy and address before they drop out