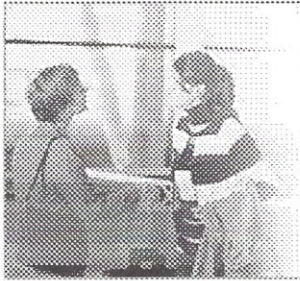


Membership Development



8 Ways to Recruit Members for your Club

Recruiting 101 - Basic Steps

Chris Offer

Membership Matters, Vol. 4 No. 6 December 2004

Decide the message you want to communicate to potential members. Why should anyone join your club? Unless members can answer this question, they will not be able to persuade new members to join. Discuss what you can offer new members and how you will persuade them to join. Some proven methods:

1. **Set up a team:** The task of recruitment is challenging. No person can do it alone. A team of people (between 3 to 5 for a small club and 5 to 10 for a large club) should work on the development of the recruitment plan and implement it. Other members should also be encouraged to recruit new members whenever they can.
2. **Gather necessary resources for recruitment:** It is important for the club membership team to ensure that before recruitment starts, all resources like pamphlets, a club brochure, copies of the bulletin, etc. are available.
3. **Time recruitment well:** Recruitment can happen at any time and should be an ongoing part of your work. But it is an especially good time when you are running a hands on service project, having a high profile speaker, holding public events and during the Centennial year.
4. **Targeting Organizations:** If you want to recruit through other organizations such as the Chamber of Commerce, Golf Club or other groups, make a list of all the organizations, the name of a contact person and the telephone numbers where they can be reached when needed. Write to them or meet with them and ask if you can come and address one of their meetings or set up recruitment tables at their events.
5. **Target key people for recruitment:** Your club will also need additional skills and talents and may want to target specific individuals for membership. You could also target someone who has influence over others and will be able to popularize your club. Make a list of key individuals in your community that you would like to have as members and contact them individually.
6. **Door-to-door:** Identify a target area in your community and send recruiters from door-to-door to discuss your club and to try and persuade people to join.
7. **Information tables:** Tables staffed by members can be set up in public places like malls, sport events or community events. You should always have a table at all your own public events. Make posters or order from RI and decorate the table so that it attracts attention.
8. **Personal contacts:** The best recruitment method is through personal contacts. We all know people who share our interests and members should be encouraged to bring their friends to meetings.

Membership Development



10 Ways to Keep Your Club Members

Chris Offer

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1. After recruiting members, find or develop opportunities for them to **get involve right away**.
2. **Have clear goals and expectations** of what new members will do as a member of your club.
3. **Be flexible** - have service projects on weekends and weekdays, morning and evenings. This kind of diversity of opportunity will enable members to balance work, family, and service!
4. Make sure club members **understand the importance** of the task they are doing, and how it fits into the overall service project and the goals of the club.
5. Never allow members to feel that you wasted their time or that they weren't really needed.
6. **Provide fellowship opportunities** and refreshments after service projects.
7. **Provide a structure** so that those who want to can take on roles of greater responsibility.
8. Give honest and sincere praise, **say "Thank you"**, make people glad they came and participated. **Recognize members** in speeches, media and meetings.
9. **Make the project an "event"** -- make it more interesting than staying home and watching the weather channel.
10. Give out special shirts, or pins to members who participate in service projects or fundraisers. This is their project service medal.

Article originally appeared in December 2004 issue of Membership Matters.