



Membership Development Tips

There is no secret formula to membership development. Membership development takes work, determination, creativity, and enthusiasm. But, most important, it takes a plan.

How to Approach Potential New Members

Approaching prospective members can be done by using various methods. Many clubs open their membership to all interested students and by means of posters, school announcements, and displays at orientation meetings invite interested students to attend an informational meeting. Hanging posters and flyers in areas where students congregate is very important. You cannot over-advertise a meeting. Make sure the word is out.

But sometimes, membership is difficult to build at certain times through the year. Using a "gimmick" to provide incentives for people might help get people to the informational meeting. Advertise this gimmick to encourage attendance. A gimmick can be anything from building the biggest banana split to drawing for free tickets to an upcoming school event. While you have the prospects at the meeting, make sure you provide information about your club in a motivating and exciting manner.

A social gathering might also provide a casual but entertaining evening for club prospects. Perhaps a barbeque at the beginning of the school year for all members and new prospects could be held to get the word out about your club. Make the event fun, but informative.

Establish Goals

Anticipate your club's manpower needs. Does your club participate in regularly scheduled projects that require a certain number of manhours for completion? Are there projects that your club has set aside due to a lack of members? Consider the history of your club's membership. Has your club experienced steady and sufficient growth? Have the members expanded their contribution to the school and community?

Establishing performance standards for individual members through the use of a point system can help prospective members (along with present members) realize the emphasis your club places on participation. Such standards would also allow the club to highlight the accomplishments of the club's go-getters. A sample point system can be found later in this document.

Suggestions for a Successful Membership Drive

Establish Goals. Determine, as a club or as a board, the number of new members you are to striving for. Provide incentives for present members for bringing new members.

Advertise. Make sure that for whatever format your club chooses to recruit new members that the entire student body is aware of it. Posters, flyers, table tents in the lunchroom, announcements, school newsletters, bulletin boards, electronic bulletin boards, and personal contact should all be used to get the word out about an upcoming club recruitment event.

Be organized. Planning an informational membership event, regardless of whether or not it is a social or formal event, needs to be thorough and done well in advance. Involve your club officers

and as many members as possible. Establish a timetable. Arrange for the facilities, refreshments, and all outside assistance.

Get help from outside sources. The club can contact the division's lieutenant governor for ideas. Perhaps a district officer would be available to speak at the meeting.

Invite students to join . After the informational aspects of your membership event are completed, present a membership application to each prospect. Avoid high-pressured salesmanship, but make sure you do ask all prospect to join the club. Follow up on all prospects and access from their responses how successful your events/meetings have been in recruitment.

Assign duties to new members. Students who join the club should be formally inducted at an installation meeting. They should be assigned specific duties within the club immediately. It is important for new members to feel useful and needed. Don't over do it, though, as you don't want your new members to experience burn-out.

The club structure. All members, new and old, should know exactly how they fit into the club's structure. All members are important - all should be involved in committees and projects that rely on their participation. The viability of the club depends on the involvement of the total membership, and it's best to start new members out right.