

# MEMBERSHIP CALENDAR

This calendar is a plan for possible membership activities. Not everything may apply directly, and you may need to change the timing to fit the way your League does things, but it's meant to provide a framework and a reminder of what the basics are.

## MAY

- Meet with previous chair if you are new on the job. Ask about evaluation of last year's program, analysis of the membership picture, as well as "nuts and bolts" matters.
- Recruit a committee to help you
- Ask for input for your board on membership goals for the year--both recruitment and retention
- Follow up with lapsed members and ask them to renew
- Start a list of prospective members with help from the League membership
- Set up a permanent record file system or update present system

## SUMMER MONTHS

- Meet with your committee. Agree on membership goals, tasks and assignments. You'll need to consider:
  - List of prospects
  - Specific activities, including a major recruitment event in the fall
  - Gaining the support of other board members
  - Involving the total membership
  - Follow-up through personal contacts with prospects
  - Orientation of new members
- With the board:
  - Adopt specific membership goals. Present committee plans to board for discussion and approval
  - Order state and LWVUS membership material—if desired
  - Enlist the help of the PR chair to publicize membership opportunities
  - Add to your list of prospects
  - Consider holding informal neighborhood or target group recruiting sessions—most people join because they are invited by someone they know
  - Decide who will distribute board and membership lists to members

## AUGUST/SEPTEMBER

- Tell members about recruitment plans. Let them know what kind of help you need from them. Encourage them to bring guests to meetings all year
- Issue invitations to recruitment events
- Hold recruitment event. Don't forget to ask people to join.
- Remind lapsed members to pay dues. Retention is essential to your program. (Give a prize to all who renew by a certain date.)
- Ask the editor to send bulletins to prospective members for several months
- Publish a membership roster for members and board

- Ask the president to set up clear lines of communication among her/himself, you, the treasurer, unit chairs and bulletin editor to assure that new members are quickly assimilated into the activities of your League according to their desired level of involvement
- Decide who will be responsible for collecting dues, making follow-up calls to members and sending reports to the state League and the LWVUS

## **OCTOBER**

- Invite new members to an orientation meeting—make it fun and informative
- Assign mentors to new members—a personal contact throughout the year
- Survey the interests and talents of all members; see to it that someone follows through and asks each to do what s/he volunteered to do during the year. Voter service activities are a great place to involve new members
- Follow up with all un-recruited prospects with personal contact
- Report to membership and board on progress of membership drive

## **NOVEMBER**

- Publish a new roster for your members
- Remind board members of their responsibility to involve new members
- Spotlight new members in your bulletin each month
- Don't give up on likely prospects
- Make sure new members are getting state and national voters

## **DECEMBER**

- Hold a holiday party—try a reunion with special invitations to former members
- Check up on member renewals and prospects
- Submit membership count to the LWVUS and state League. Meet with treasurer to make sure your membership count matches

## **JANUARY**

- Encourage social events to allow members to get better acquainted
- Check with new members to see how they're feeling about League
- Alert budget committee to monetary needs of the membership committee for the coming year
- Review progress on membership plans to date. Revise if necessary
- Call attention to the importance of a strong local study as a valuable membership recruitment tool

## **FEBRUARY**

- Consider whether or not you want to plan any formal spring recruitment activities
- Share pertinent information with the nominating committee about members' interests and talents
- Are there any proposals for bylaw changes that will aid in recruiting/retaining members?

## **MARCH**

- Prepare report of year's activities and results for file/annual report

## **APRIL**

- Issue special invitations (via mentor?) to new members for the annual meeting
- Plan recognition of new members at annual meeting
- Evaluate the year's goals, tasks, successes and problems with the committee and board
- Decide how members attending annual meeting can help with next year's membership plans
- Promote renewing membership at annual meeting. Be prepared to collect dues
- Clean out and update your files
- Pat yourself on the back—then your committee and board

## **EACH MONTH**

- Send names of adds/drops to the LWVUS and state League office
- Encourage publicity chair to send information on meetings/programs to specific non-member groups and media

Compiled from *In League in New York State: A Guide to Managing Local Leagues* (September 2000)