

TEN STEP PLAN FOR MEMBERSHIP GROWTH

- 1) **Set a membership goal.** Make it ambitious. A big recruitment effort should aim for more than just a couple of new members.

- 2) **Develop a membership recruitment plan.** It's awfully hard to get where you want to go without a map (plan).

- 3) **Designate a 2-3 month period as your recruitment campaign season.** Push really hard during that time, with the aim of bringing in a number of new people at once. A single new member is likely to feel isolated and outnumbered, but five or ten new members can find a common bond in learning about the League together.

- 4) **Focus on a local issue of compelling interest to the community.** People are most concerned about issues that affect them directly, and the most successful Leagues are those that are working on local problems that are of concern to the broader community, not simply of interest to their members. The League's program is its product, and we need to make sure we have a product that our customers — our potential members — want.

- 5) **Be action-oriented.** People want to see how getting involved will make a difference. Most people won't make time to attend a purely informational meeting. But they will become involved when they believe that their efforts will help produce a tangible outcome.

- 6) **Get out in the community.** We can't wait for people to find us. And we can't just invite people to come to **our** meetings, **our** events. We need to go to functions sponsored by other groups and work with them and learn about their concerns and priorities. This takes time and commitment, but it also will help us identify the local issues that people really care about and provide partners to help with our action-oriented programs.

- 7) **Create flexible opportunities for participation.** Time is by far the biggest barrier to involvement. People are looking for opportunities to give just a couple of hours here and there. They want options. And above all, they want to know that their time will be well spent and that it will benefit their community.

- 8) **Welcome members on their own terms.** Legitimize the part-time member. Pursue people who want to belong but who can't be active. Make sure new members receive a friendly welcome and are offered a chance to get involved, if they wish.

9) Make good use of your Voter. This is our primary marketing tool. Send it to prospective members. Use the newsletter to instill pride in the organization, provide information about critical issues, and highlight League action at all levels so your readers will know they are part of an organization that makes a difference.

10) Renew your commitment to membership growth every year. Achieving membership growth requires a continuous cycle of goal setting and planning, acting on the plan, evaluating what worked and then building on that experience for the next year.

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