

USE OF CALENDARING

Planning For and Execution of Membership Recruitment

Membership is a year-round job! You can't just blitz it with a few intense weeks of planning for, and execution of, membership recruitment event in September.

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 local 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 and analysis of membership picture as well as "nuts and bolts" matters.
- Ask for input from your board on membership goals for the year - both recruitment and retention.
- Renew current members! Follow-up lapsed members in an effort to reactivate them.
- Start a list of prospects with help from all members.
- Set up permanent record file system or update present system.

Summer Months

Recruit and meet with the Membership Team of non-board members.

Review Local League Membership Job Description and State website materials.

Develop membership goals and assign jobs. 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 contact 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 national membership materials, if desired.
- Enlist 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 "The Question": Will you join?

- Remind non-renewed members to pay dues. Retention is essential to your program. (Give a prize for all who renew by a certain date.)
- Ask the editor to send bulletins to prospects for several months.
- Publish a membership roster for members and board.
- Ask the president to set up clear lines of communication among him/herself, 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 state and national.

October

- Invite new members to an orientation meeting - make it fun and informative, not overwhelming!
- 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. Make sure to follow up!
- Follow up on all non-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 or all at once.
- Don't give up on likely prospects - some need a lot of prodding!
- Make sure new members are getting state and national electronic mailings and study publications.

December

- Hold a holiday party – try a reunion, with special invitations to former members.
- Mop-up time on renewals and prospects.
- Take a break for the holidays - you've earned one!
- Submit membership count to the national and state offices. Meet with treasurer to be sure your count matches.

January

- If winter is getting long, encourage the planning of a social event to help old and new members get better acquainted.
- Check with new members to see how they're feeling about League.
- Alert the budget committee to monetary needs of the membership committee for the coming year.
- Review progress on membership work to date; revise plans if necessary.
- Update the board.

- Call attention to the importance of a strong local study as a valuable membership recruitment tool.
- Enter updated member roster on national database

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 and/or retaining members?

March

- Prepare report of year's activities and results for file and/or Annual Report.

April

- Issue special invitation (via mentor?) to new members for Annual Meeting.
- Plan recognition of new members at Annual Meeting.
- Evaluate the year's goals, tasks, successes, problems with committee and board.
- Decide how members attending Annual Meeting can help with next year's membership plans/tasks.
- 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 state and national.
- Encourage publicity chair to send information on meetings/programs to specific non-member groups and media.