

ATTRACTING PROSPECTIVE MEMBERS

1. Evaluate how prospective members can reach the League. You must have a League phone number and answering machine. Make sure the League is listed as a community organization in the phone book. Consider renting a post office box for use as a permanent mailing address. Use both local League and State E-mail and Web sites where available. (LWVNYS E-mail: lwny@lwny.org / Web site: www.lwny.org)
2. Make sure your website navigates to the "become a member" location easily. Is your site linked to others, to the right search engines, and do research librarians know about it? Call or visit the library to see how they find information about your organization.
3. A phone call is imperative once prospective members have contacted the League. Sound out his/her League interests and invite him/her to a meeting or other event. Send a small packet of information and a membership brochure. Put the person's name on the mailing list for your bulletin for 3-4 months.