

DEVELOPING A MEMBERSHIP PLAN

1. Start with considering why members join and incorporate these ideas into your plans. Surveys indicate most people join because:
 - a. They like League people—intelligent, friendly, and community minded.
 - b. They want to know more about their community and state.
 - c. They want to make a difference in society.
 - d. They want to make contacts with people in power.
2. Review membership statistics for past few years. Analyze trends. Determine why members have dropped/joined. Does your League reflect the demographics of your community in age, race, political interests, etc.?
3. Develop a survey which will describe your group (age, interests, working or not, best time for meetings, etc.).
4. Set your goal. It should be ambitious but reachable. Target a new population, keeping in mind the importance of diversity. Be specific and tailor your materials and events to attract this group.
5. Appoint a coordinator for each activity, set up committees, assign responsibilities, and determine a timeline.
6. Define what you are trying to sell and design a campaign that includes:
 - a. The event or activity. Consider co-sponsoring meetings with other groups.
 - b. Prepare membership materials. Brochures, new member information, flyers. All events and publications should provide an easy opportunity for joining the League. **“The Ask”**
 - c. Design publicity plan to reflect what you want to emphasize, such as: opportunities for learning without previous experience or background, friendship and fun, networking, development of personal skills and political awareness. **“Visibility”**
 - d. Decide on a budget.
 - e. Discuss this plan with your board to solicit their approval and suggestions.
 - f. Enlist the support and participation of your current members. Solicit names of prospective members from them and other organizations. Follow up promptly on all leads.
7. Evaluate each activity after it has occurred.