

## **100 GREAT IDEAS FOR MEMBER RECRUITMENT**

*Produced by the LWV of Ohio – Thanks to Sue Craig and the Membership Committee 2002-2003*

### **Recipe for success**

**1. Choose an idea or two from below + 2. ASK the people you meet to JOIN =  
3. New Members!**

1. Hold a “meet the Media” coffee and invite potential members.
2. Put ads in corporate newsletters.
3. Sponsor a Little League team—children have parents.
4. Buy an LWVUS Duplicate President’s mailing for your high school library; invite the librarian to join.
5. Give newly naturalized citizens a welcome packet with League membership information.
6. When conducting a study or survey, go to groups that have an interest in the topic to find both volunteers and new members.
7. Write a regular op ed piece for your local newspaper.
8. Survey your community via wheelchair or with stroller to assess accessibility; publicize your findings and reach out to persons with disabilities.
9. Send PSAs (in another language if appropriate) to minority radio stations.
10. Give celebrity membership to news anchorperson.
11. Establish an election information hotline; take names of callers for membership follow up.
12. Put your community library on the bulletin mailing list.
13. Hold workshops for other groups (on lobbying techniques, for example).
14. Conduct a wine and cheese (or ice cream social) “Singles’ Guide to Smart Voting Night.”
15. Offer a League award to a high school graduate.
16. Create press packets to promote League events.
17. Distribute PSAs to radio and television stations.
18. Establish a positive relationship with a press person.
19. Give awards to community leaders or participate in community awards program.
20. Look for reasons to have parties with outside people (e.g., dinner dance to celebrate 40<sup>th</sup> anniversary of government building).
21. Establish a speakers bureau, available to the community.
22. Create a pool of potential members by speaking to high school government classes.
23. Submit articles to your local newspaper reporting on League meetings of special interest to the community.
24. Sell League “wares” (bumper stickers, key chains).
25. Study your community’s demographics to help identify groups of potential members.
26. Establish a committee to develop a League entry for all area and holiday parades.
27. Conduct a pizza “Know Your Government Night” in college or other community center.
28. Appoint or hire a public relations person.
29. Provide Welcome Wagon with LWV information; follow-up with newcomers.
30. Set high standards for membership materials to draw people with high standards.
31. Set up League information booths at community events (July 4<sup>th</sup> celebrations, environmental promotions)
32. Share sponsorship of a lecture series with other community groups.
33. List a number for your League in the phone book.
34. Encourage family members and coworkers to join.
35. Distribute extra bulletins to the offices of professionals.

36. Put membership coupon or list membership contact in each news story.
37. Hold contest for member(s) who bring in the most new members; contact business and professional community for prizes.
38. Have a guest book or sign-up sheet out at every meeting; follow-up.
39. List the League with the Chamber of Commerce.
40. Establish new units of the League in senior citizen communities.
41. Extend potential members a personal invitation to attend special events.
42. Always carry with you and distribute membership information.
43. Set a target group for recruitment.
44. Conduct an annual membership drive to establish a regular pattern of recruiting.
45. Give gift memberships on Father's/Mother's Day, holidays ("stocking stuffers"), to a friend at home with preschoolers, to celebrate a retirement.
46. Distribute membership material or bulletins to new housing developments or community swimming pools.
47. Send one or two issues of your bulletin to potential members.
48. **Ask** people to join; do not wait for them to ask you.
49. Obtain membership lists for other organizations and personally contact individuals.
50. Hold seasonal social events (e.g., a speaker on how to avoid holiday stress).
51. Set up a membership table at functions of other organizations.
52. Don't be hesitant to approach newcomers, in your church group for example, and promote the League.
53. Send membership invitations to political leaders and follow up.
54. Establish corporate or workplace League Units.
55. Hold forums on community issues to attract potential members.
56. Plan a social function in a member's home.
57. Check local newspaper for names of potential members and follow up.
58. Invite potential members to a neighborhood "Zip Code Party."
59. Be a League booster at work and invite others to join.
60. Ask each member for a written commitment to bring in x number of new members by a certain date.
61. Telephone newly registered voters to welcome them and to invite them to join the League.
62. Buy an LWVUS Duplicate President's Mailing for your community library; invite the librarian to join.
63. Recruit at PTA meetings, motor vehicle registration office or college registration site.
64. Give gift memberships to community leaders or to others identified as potential members.
65. Hold new member teas at a prominent member's home.
66. Offer to present programs on League studies to other groups.
67. Hold joint meetings with other similar groups (e.g. AAUW).
68. Encourage local officials to name a League Day or Week.
69. Turn candidates' nights into something special—invite the high school band, decorate the hall.
70. Encourage members to invite nonmember acquaintances into their homes for a social/informational coffee.
71. Place ads on your community's cable network.
72. Place an ad in your big city's glossy city magazine.
73. Challenge a League in another city or town to achieve a 10% membership increase.
74. Create audiocassettes for the commuter on specific topics or with general information; be sure the media receives a copy.
75. Assign board members to follow up with potential members.

76. Use specific issues to attract and involve specific segments of the population.
77. Print articles in your bulletin in your community's second language.
78. Have a champagne breakfast—turn the average in the spectacular.
79. Create a video on a topic of community interest to share with other groups (e.g., city budgeting and its impact on women's issues).
80. Provide alternative kinds of new member orientation for those who join throughout the year or who cannot attend an orientation meeting: one on one orientation by LWV leaders over lunch or at members' homes.
81. Make "cold calls" on writers of letters to the editor.
82. Design membership brochure targeting young professionals.
83. Have a new member/prospective member supper with orientation.
84. Post recruitment flyer in supermarkets, community and senior centers, student unions, nursery schools, churches.
85. Get your speakers' bureau on the "emergency list" for community groups needing a last minute speaker.
86. Stress "what's in League membership for me," especially with younger people.
87. Use working members to recruit working people.
88. Call the orientation meeting a "Presidents' Coffee" honoring new members; or have a get-acquainted luncheon.
89. Don't overload orientations with information; allow time for questions.
90. Meet with the editor of your local newspaper.
91. Get involved in a local issue—do bold and controversial things.
92. Keep the name and phone number of the membership chair on the front page of your League bulletin.
93. Combine a loose-leaf member's handbook with a membership roster, so members can network.
94. Advertise the fact that League membership is open to all (remember that noncitizens and those under 18 may become associate members).
95. Believe and demonstrate clearly that every member, whether actively involved or not, is welcome and valued.
96. Use students from nearby college or university as office interns to do interesting, useful work for college credit.
97. To respond to the question "What does the League do?" develop a brief description of what your League does.
98. Orient new members to League lingo with short bulletin articles on consensus, nonpartisanship and the like.
99. Put membership forms in church bulletins.
100. Ask your next door neighbor to join.