

# The Talk for Membership

**Vision** - A statement of your dream or ideal conditions. Begin with the end in mind, and try to stay focused on the results for which you are aiming. \_Come together to set direction & focus for the group's effort.

Ex: BPW/NC: To be the leading advocate for working women.

**Mission** - What you do and why. It is a process that builds a solid foundation for working together. It enables the group to describe why the effort matters and how it fits within a larger context. The process of establishing your mission may help to:

- Generate common purpose, support and awareness for the effort
- Generate and sustain community participation
- Reduce conflict agendas and opposition\
- Identify allies
- Minimize time costs and distractions from appropriate action (keeps the group focused on the results you seek)

Ex: BPW/NC – To achieve equality for all women in the workplace through advocacy, education and information.

## Developing SMART goals

These goals show what you are going to do to achieve your mission.

All goals should be:

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- **S** Specific (answers who, what, where, when, which, why)
  - **M** Measurable (how will you know you have achieved the goal?)
  - **A** Attainable (is it actually possible to achieve this goal?)
  - **R** Realistic (are you willing *and* able to work toward this goal?)
  - **T** Time-lined (in what measure of time will you achieve this goal)

Once you have established your goals you are ready to establish your action items to accomplish your goals.

## **Membership Recruitment**

- Improve the quality of your meetings. Getting visitors is easy, impressing them enough so they come back...that's the challenge.
- Set up duties so one person "gets the guests in the door" and another converts them to members.
- Have a web site for your organization and keep it current.
- Register a domain name for your club and point it to your web site.
- Put your web site address on everything promotional that you do.
- Provide a member's name, e-mail and phone number on your web site and encourage visitors to contact him or her with any questions.
- Ask your membership person to arrive early to greet guests and always be on the lookout for visitors.
- Ask your membership person to "partner" the guest with a member who will introduce the visitor to members at their table and be able to answer questions throughout the meeting.
- Educate club members on how important it is that everyone shakes hands with the guest to make them feel welcome.

Even large clubs can run into trouble with membership. Usually, a dip in membership is the result of poor leadership in the club and a decline in meeting quality. Make sure you have a good product before trying to get others to buy into it.

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## **Membership Retention**

Without maintaining your current membership, the advantage of new members will be lost. When members see that they receive good service, they will be inclined to continue their membership. You must maintain a high level of relevant membership service so the current members maintain the current base from which to grow.

- Get new members involved with a committee early.
  - Have a current member stay in contact with new members monthly
  - Include new members in all activities
  - Conduct new member orientation & continuing educ. programs
  - Personally contact members who miss a meeting
  - Survey members' needs about programming
  - Train members to help newer members increase their skills
  - Have programs that are informative & lively
  - Hold meetings in a comfortable & attractive venue
  - Keep to the meeting schedule
  - Allow adequate opportunities for members to get to know one another
  - Connect to the district, state, national & international orgs
  - Communicate with members frequently
  - Discover why members are leaving ask them
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## **Marketing Plan**

### **Define Your Organization**

What is your service? What does your local club provide?

What is your geographic marketing area? (Where is your target audience located?)

Who is your competition?

What is your price? (Dues, monthly meetings, etc.)

What is your competition's price?

What are your competition's promotion methods?

What is your business location? (Where are your monthly meetings and events held?)

What is your current member base? (Age? Income? Neighborhood?)

How did your current members (and visitors) learn about you? (Are you keeping records? If not, it would be a good idea to do so as this information can help you with your marketing.)

What patterns or habits do your current members share? (Do they work in similar neighborhoods, read the same publications, shop in the same places?)

What do your members value most about your local club as a whole? (Networking? Meeting topics?)

What do your members like least? Can those things be changed?

Who are prospective members that you're not currently reaching?

What are your overall promotional objectives?

(To communicate your club's message? Motivate members to renew their memberships?)

Once you have identified your objectives, it is easier to choose the method that will be most effective.

Make a list of your top 10 promo objectives and list marketing methods for each.

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