



# How to GET members and KEEP them!

## ➤ WAYS TO RECRUIT NEW MEMBERS

- Publicize how they would benefit from joining your organization
  - Be specific about the programs your organization sponsors
  - Share the goals and mission of your group
  - Ask current members why they joined, and share this information with perspective members.
- How to Publicize
  - Word of mouth is EXTREMELY effective
  - Create a reward system for those members who bring friends to meetings
  - Share meeting dates/times at your place of employment
  - Email all the people who might be interested in joining your organization
  - Place announcements in neighborhood newsletters, flyers, e-vites
  - Sponsor an information table at a local community event
  - CONTACT INTERSTED INDIVIDUALS immediately after they show interest in your group

## ➤ WAYS TO RETAIN MEMBERS

There are two types of members: active and inactive. The active members are typically those who plan and implement most of the meetings, events and socials. By taking on such a heavy load, these members often suffer from burn-out, which causes tension and possibly termination of membership. The best way to describe an inactive member is one who simply uses the organization as a resume builder or a way to make her feel good about herself. She is not involved with any aspect of the organization.

For your organization to be more successful, you must decrease the number of inactive members and INCREASE the number of active. By having a GREATER number of active members within your organization, the members will be less likely to suffer from burn-out.

- Motivation – people motivate themselves, but the following can be additional incentives for motivation.
  - Recognition
  - Satisfaction
  - Feeling a part of the team
  - Food

- Recognition – is an on-going activity through which people express their appreciation for each other’s contributions.
  - The Four Components of Recognition
    - ✓ Acknowledgement can be obtained through a glance, an introduction or a handshake; this reaffirms an individual’s self-worth and acknowledges that she truly contributes to the group.
    - ✓ Attention is giving both time and energy to focus on the members as individuals
    - ✓ Feedback should be constantly used, but if used in the wrong way can be detrimental
    - ✓ Praise must not only be sincere but specific. Praise can be given formally or informally. Praise is more effective when given immediately after an event.
  - Delivery Guidelines for Recognition
    - ✓ Sincerity
    - ✓ Personalized
    - ✓ Accurate and appropriate
    - ✓ Timely and specific

➤ Members NEED to...

- Have a sense of belonging – leaders need to provide opportunities for members to give input and feel welcome
- Assist in planning events and goals – leaders can give members a sense of ownership by including them in the decision-making process
- Be informed – leaders need to develop a communication network among their members
- Be supportive when taking risks – leaders can empower their members by fostering creativity

➤ Putting Recognition into action.

- Increase Recognition Awareness
  - Develop a systematic approach to increase awareness of recognition opportunities
  - Keep recognition and reward reminders on your calendars
  - Ask yourself, “are any projects near completion?”
  - Recognize accomplishments of AT LEAST one person or team at each meeting
  - Ask team members if they know someone who needs to be recognized
- Select who and what to recognize

- Creativity and imagination
- Successful project/program completion
- Consistent steady performance
- Significant improvements
- Outstanding efforts
- Choose methods of recognition
  - Public vs. private
  - Formal vs. informal
  - Tangible vs. intangible

➤ IDEAS for your club

- Awards – comical or serious
- Door decorations recognizing members
- Banners/signs recognizing members
- Slide show at the end of the year
- T-shirts for members
- Greet your members by name
- Take time to talk
- Hold rap sessions
- Thank you cards
- Provide opportunities to attend conferences
- Say, “We missed you.”
- Celebrate outstanding achievements
- Reward stickers
- Gag gifts
- End of the year banquet
- Flowers or balloons
- Plan a social event
- Invite participation in policy formulation

(Most of this information was taken from the following web site:  
<http://www.coloradocollege.edu/campusactivities/Leadershiprec.htm>)