Membership Plan Outline

Introduction

Do they know you exist? (Are you visible?)

Do they want to join? (Are you interesting?)

Do they want to stay? (Are you interesting & welcoming?)

If the answer is No, what can you do about it?

Visibility (Community Profile: your reference point)

Linking with your community

Programs, Projects and Interest Groups

Publicity

Your Plan

Choosing the activities for each category

Making a plan to accomplish your objectives

Following up

Some Dos & Don’ts

Do: Be visible – get your name out in the Community

Be accessible – invite the public to meetings and events

Be interesting – have a variety of programs and events

Be welcoming – involve new members in interest groups, etc.

Don’t: Have closed meetings

Hold meetings in someone’s house

Have meetings & activities only in the daytime

Rely only on word-of-mouth or any one recruitment strategy