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