

## IDEAS FOR FINDING NEW MEMBERS - not in any particular order.

### Meetings

- Smile, warm greetings
- Hold smooth meetings
- Have a planned agenda
- Make it look easy and more interactive
- Ask / Bring a guest
- Send thank you notes to guests
- Hold meetings at senior centers, malls, outdoors
- Promote humour in speeches
- Attract a wide age spectrum
- Repeatedly invite prospective members
- Contact past members
- Guest introductions and information packets
- Have new member kits
- Have a host for each guest
- Meet at a good location at same time
- Make some meetings social events
- Never cancel a meeting
- Explain the structure of CFUW
- Have a Club web page, use email
- Create more fun, have a variety of snacks
- Have enjoyable programs, guest speakers
- Ask for comments
- Encourage interclub visits
- When someone notices your progress, tell them why and invite them
- Make prospective members feel important
- Have a reward program for those who bring in new members
- Follow-up on guests (send thank-you note with a reminder about the next meeting)
- Have friendly, educational meetings
- Have incentives for those who join
- Visitor Day – each member sends out 10 invitations
- Make it FUN

### Advertizing and Promotion

- Have a table at trade shows/fairs
- Have a club brochure, bumper stickers
- Bookmarks inserted in library books
- Pamphlets in doctors' offices, hospitals, cafeterias, libraries
- Put posters in stores
- Advertise in newspapers, public access TV, hand out flyers and brochures
- Invite the media
- Advertise at local colleges
- Participate in community events
- Give testimonials
- Personal contact with local businesses
- Contact with Chamber of Commerce
- Booth at malls, festivals etc.
- Hand out invitation cards
- Host an Open House
- Hold membership drives and contests
- Club business cards
- Write letters to community groups
- Be active in Chamber of Commerce,
- Publicize Club successes, elections, contests, in local newspapers
- Have a Club newsletter, send newsletter to guests
- Hold a public debate
- Hold public workshops
- Hold a Speechathon with as many speakers as possible
- Think like a child - How would you get someone to play with you?
- Members constantly promoting and raving about your club
- Ask corporations and employers to sponsor or subsidize membership
- Use word of mouth, network with co-workers, friends, and family
- Members give talks at other organizations
- Hold join meetings with other groups
- Advertise in church bulletin