

101 Ways to Recruit and Retain Members

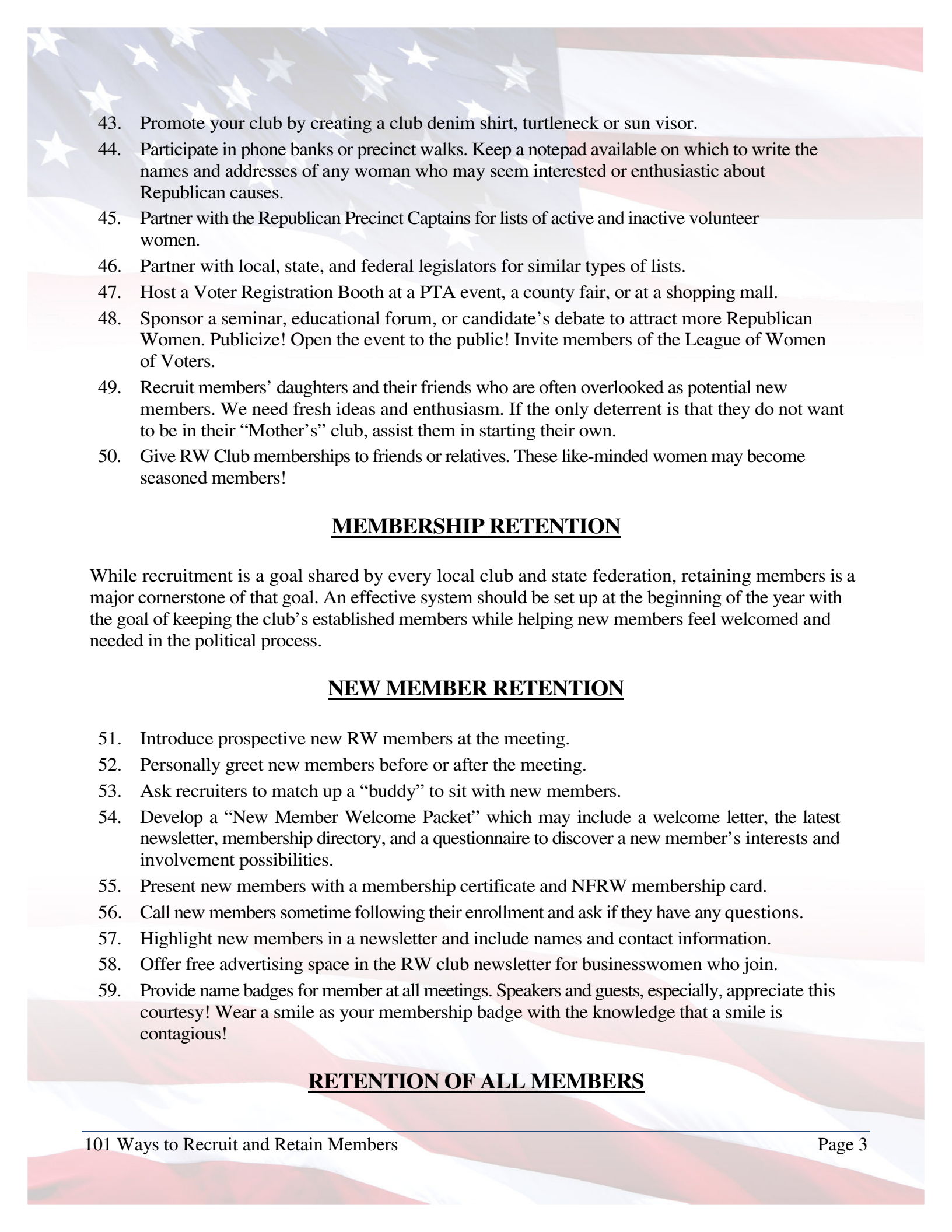
Membership promotion is the heart of our organization and is making a difference for the NFRW, and the Republican Party! **Maintaining our Status Quo is not enough; we need to reach out to like-minded women in the workplace, community, and non-political arenas.** By retaining the present membership, and increasing our numbers by involving others in the political process, we can achieve our goal of doubling our membership! If you make Membership your number one priority from today through June, everything else will fall into place. You will have a strong foundation of volunteers for your grassroots efforts, money in your treasury, women interested in becoming involved in your projects and attending events, and potential candidates for leadership tomorrow!

MEMBERSHIP RECRUITMENT

To keep the RW Club ever vigorous and continually growing, new members need to be attracted to join.

1. Be upbeat, enthusiastic, positive, and politically knowledgeable!
2. Be confident and know that you represent the NFRW and the GOP, the majority party!
3. Present the RW club, the state federation and the NFRW in the best light possible!
4. Accent the positive accomplishments of the Club!
5. Emphasize the 3 in 1 membership! With one fee, members receive membership in a local club (area RW), state federation and national federation (NFRW).
6. Share the goals of the federation: elect Republicans to office (preferably women), and educating women in the political process.
7. Be a recognizable voice at the local Republican committee meetings. Recruit these active Republican women into the federation!
8. Appoint an assistant to the 2nd V.P. and/or organize a membership committee.
9. Insure that the membership committee has an attainable goal.
10. Place contact information for the Membership Chair on all correspondence.
11. Develop a membership brochure with the history of your RW, time and location of meetings, club officers, list of past presidents, state federation projects and goals.
12. Plan an annual membership tea, or special meeting to welcome/honor prospects.
13. Place a guest book at every regular meeting and special function, asking guests to sign in with their name and address. Then follow up with a “Thank you for attending” letter and an invitation to join.
14. Plan an annual membership contest; award member who recruits the most members.
15. Encourage members who own businesses to develop a bulletin board at her place of work with business cards from various businesses; ensure one is an RW card.
16. Place ads in realtor, garden club, DAR, or community association newsletters.
17. Ask Real Estate Companies/Chambers of Commerce to include an RW brochure or other information from your club in their “New Neighbor” packets.

18. Place an RW information flyer/brochure in campaign headquarters.
19. Send current newsletter to entice prospective members when hosting a special event or featuring a notable speaker.
20. Place membership messages in each newsletter with tips on how to secure members.
21. Develop an RW banner/flag for meetings, parades, conventions, or a political rally.
22. Promote One Plus One, every member recruiting one new member.
23. Recruit members to participate in a phone bank, calling identified Republican Women and inviting them to join!
24. Ask the Republican Committee Chairman to include your local group on the agenda of each meeting for a short report on projects.
25. Invite one new guest, and one former member to EVERY regular/special meeting!
26. Partner with the local USO to assist with the NFRW Caring for America project; Plan outreach programs for domestic abuse shelters; become the “heart of the GOP.”
27. Invite like-minded political activists to address the club. Follow up with a thank you note and invitation to join. These members are most likely to open up a new circle of converts for the club members to contact.
28. Host an RW information booth at the next Republican District or State Convention.
29. Host a membership/sales table at Republican Committee Meetings.
30. Sponsor a table with the club’s name at a local RPV or candidate campaign event and/or donate toward placing your club’s name in state federation convention program.
31. Host a social in your club’s name at the next Republican District Meeting (dessert bar, coffee and donuts, meet a candidate, wine and cheese).
32. Place RW contact information on all donated books to libraries (MELP).
33. Place RW contact information on all donated school supplies (No Child Left Behind projects).
34. Place club brochures or a calling card on bulletin boards of specialty dress shops, print shops, coffee shops, tanning booths, salons, and other friendly businesses.
35. Contact local radio stations and TV; ask permission to air a free PSA on the next meeting or special event.
36. Develop a news release. Send meeting information with time and location to local city or county newspapers. Will your club host a GOP Rally? Let the media know!
37. Develop or order RW calling cards.
38. Provide and use logo club stationery for correspondence.
39. Promote One Plus One by ordering buttons and wearing to all Republican events to trigger conversations and promote membership.
40. Develop a web page where prospective members can secure information about the club. Many Republican city/county committees are willing to aid in this endeavor.
41. Ensure that “hot links” on a web page are available to individual members for membership information, business referrals, and networking purposes.
42. Promote your club and state federation by selling/using bumper strips or similar promotional items.

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43. Promote your club by creating a club denim shirt, turtleneck or sun visor.
 44. Participate in phone banks or precinct walks. Keep a notepad available on which to write the names and addresses of any woman who may seem interested or enthusiastic about Republican causes.
 45. Partner with the Republican Precinct Captains for lists of active and inactive volunteer women.
 46. Partner with local, state, and federal legislators for similar types of lists.
 47. Host a Voter Registration Booth at a PTA event, a county fair, or at a shopping mall.
 48. Sponsor a seminar, educational forum, or candidate's debate to attract more Republican Women. Publicize! Open the event to the public! Invite members of the League of Women of Voters.
 49. Recruit members' daughters and their friends who are often overlooked as potential new members. We need fresh ideas and enthusiasm. If the only deterrent is that they do not want to be in their "Mother's" club, assist them in starting their own.
 50. Give RW Club memberships to friends or relatives. These like-minded women may become seasoned members!

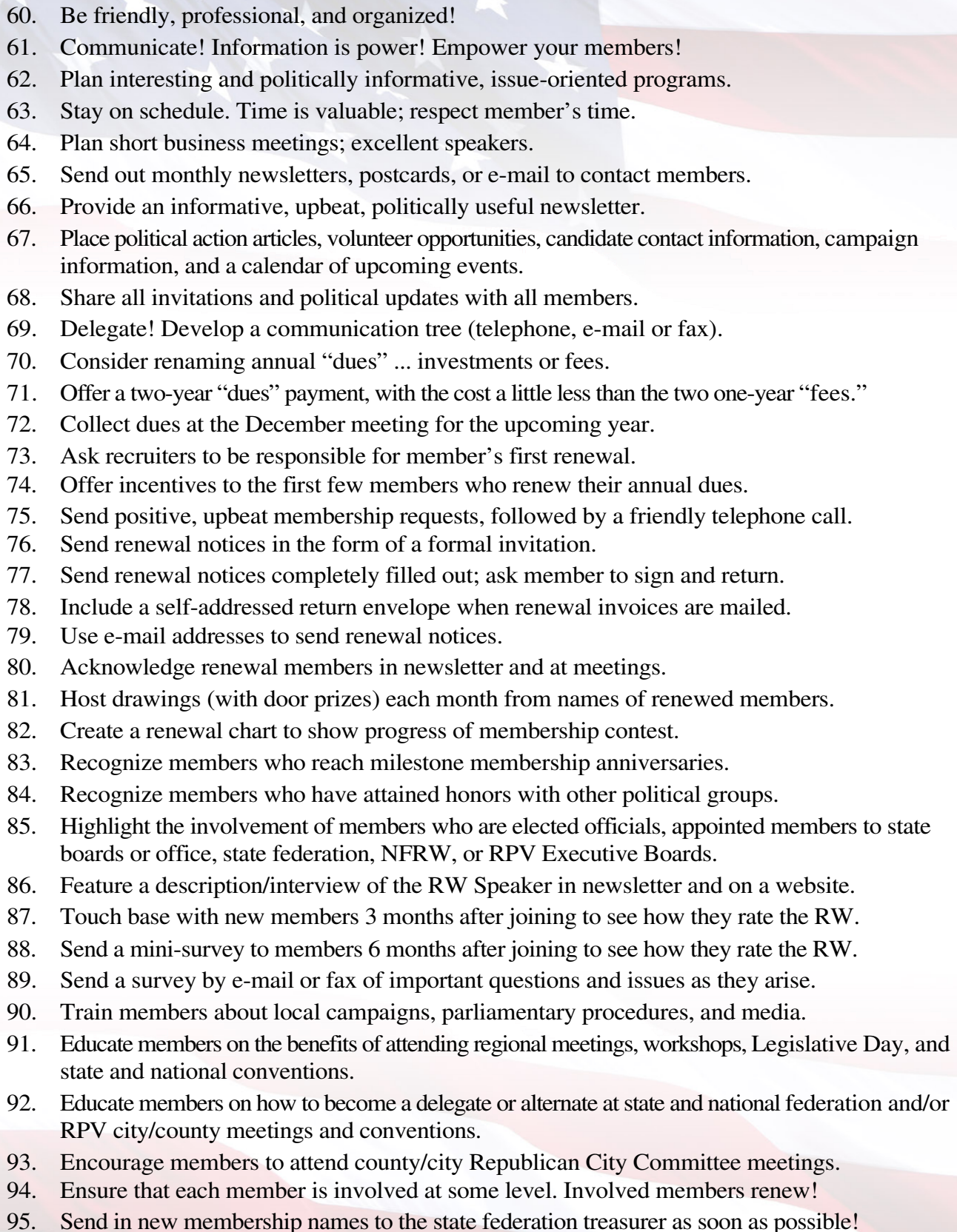
MEMBERSHIP RETENTION

While recruitment is a goal shared by every local club and state federation, retaining members is a major cornerstone of that goal. An effective system should be set up at the beginning of the year with the goal of keeping the club's established members while helping new members feel welcomed and needed in the political process.

NEW MEMBER RETENTION

51. Introduce prospective new RW members at the meeting.
52. Personally greet new members before or after the meeting.
53. Ask recruiters to match up a "buddy" to sit with new members.
54. Develop a "New Member Welcome Packet" which may include a welcome letter, the latest newsletter, membership directory, and a questionnaire to discover a new member's interests and involvement possibilities.
55. Present new members with a membership certificate and NFRW membership card.
56. Call new members sometime following their enrollment and ask if they have any questions.
57. Highlight new members in a newsletter and include names and contact information.
58. Offer free advertising space in the RW club newsletter for businesswomen who join.
59. Provide name badges for member at all meetings. Speakers and guests, especially, appreciate this courtesy! Wear a smile as your membership badge with the knowledge that a smile is contagious!

RETENTION OF ALL MEMBERS

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60. Be friendly, professional, and organized!
 61. Communicate! Information is power! Empower your members!
 62. Plan interesting and politically informative, issue-oriented programs.
 63. Stay on schedule. Time is valuable; respect member's time.
 64. Plan short business meetings; excellent speakers.
 65. Send out monthly newsletters, postcards, or e-mail to contact members.
 66. Provide an informative, upbeat, politically useful newsletter.
 67. Place political action articles, volunteer opportunities, candidate contact information, campaign information, and a calendar of upcoming events.
 68. Share all invitations and political updates with all members.
 69. Delegate! Develop a communication tree (telephone, e-mail or fax).
 70. Consider renaming annual "dues" ... investments or fees.
 71. Offer a two-year "dues" payment, with the cost a little less than the two one-year "fees."
 72. Collect dues at the December meeting for the upcoming year.
 73. Ask recruiters to be responsible for member's first renewal.
 74. Offer incentives to the first few members who renew their annual dues.
 75. Send positive, upbeat membership requests, followed by a friendly telephone call.
 76. Send renewal notices in the form of a formal invitation.
 77. Send renewal notices completely filled out; ask member to sign and return.
 78. Include a self-addressed return envelope when renewal invoices are mailed.
 79. Use e-mail addresses to send renewal notices.
 80. Acknowledge renewal members in newsletter and at meetings.
 81. Host drawings (with door prizes) each month from names of renewed members.
 82. Create a renewal chart to show progress of membership contest.
 83. Recognize members who reach milestone membership anniversaries.
 84. Recognize members who have attained honors with other political groups.
 85. Highlight the involvement of members who are elected officials, appointed members to state boards or office, state federation, NFRW, or RPV Executive Boards.
 86. Feature a description/interview of the RW Speaker in newsletter and on a website.
 87. Touch base with new members 3 months after joining to see how they rate the RW.
 88. Send a mini-survey to members 6 months after joining to see how they rate the RW.
 89. Send a survey by e-mail or fax of important questions and issues as they arise.
 90. Train members about local campaigns, parliamentary procedures, and media.
 91. Educate members on the benefits of attending regional meetings, workshops, Legislative Day, and state and national conventions.
 92. Educate members on how to become a delegate or alternate at state and national federation and/or RPV city/county meetings and conventions.
 93. Encourage members to attend county/city Republican City Committee meetings.
 94. Ensure that each member is involved at some level. Involved members renew!
 95. Send in new membership names to the state federation treasurer as soon as possible!



RECLAIM

Organization, unity, and commitment are the keys to reclaiming former members or reaching out to Independents who share our values.

96. Call members who were not at the meeting and let them know they were missed!
97. Be cognizant of possible warning signs of those who are unhappy and may drop; take action before the deadline for dues approaches.
98. Develop a checklist to use why members did not renew and commit to addressing these concerns. Keep a permanent file of this list, as it will aid your RW club in becoming a better club in the political realm.
99. Assign officers to contact a certain number of inactive members each month. Keep an accurate list of inactive members. Certain campaigns are key moments; members who have been inactive may return.

And for Membership Reclaiming Ideas 100 & 101

100. Develop pledge cards with names of dropped members. Ask each current member to take a card and bring back those members. Who for example? Invite former club presidents and officers who are wonderful speakers! These members have a wealth of knowledge and can aid in speaking on topics such as the RW club history, the platform/structure of the state federation, NFRW, and the Republican Party. (NFRW Award items). In doing so, you may garner their membership.
101. **Be THE reason that members want to continue membership and attendance!!!**

Adapted from Tools and Techniques for Today's Leaders, NFRW, 1994
Pat Thorson Bush's Adaptation of Mark Levine's Membership Development, Spring 2003
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