

IDEAS TO CONSIDER

1. Highlight an event; feature it in publicity
2. Have membership drives that provide rewards: e.g. a free convention registration, a weekend at a hotel or a dinner out (provided on a complimentary basis by a supplier)
3. Put information on all upcoming council activities in new member kits
4. Send e-mail or telephone reminders for your events
5. Use testimonials. Highlight particular benefits of a given activity using the words of satisfied members.
6. Look beyond your membership. The only difference between your members and prospective members is the decision to join. Consider including prospects in every event
7. Use communication vehicles and meetings to identify issues of concern to your members
8. Communicate with members at least four times per year
9. Promote the benefits of membership, not just the cost of renewal
10. List the top 10 reasons why members should renew
11. Highlight any activities that have occurred or any benefits that have improved since the last membership renewal
12. Retain a list of former members. Continue to contact them to let them know they are still thought of and that their opinions are valued
13. Once a year, send members and prospects a list of all accomplishments and services of the council. This is separate from the annual report. The best time is just before memberships are due
14. Showcase your council in your parish; an exhibit to show the value you provide to members
15. Conduct member "blitz" days, when executive members call a pre-determined number of members and ask: "How are you and what can we do for you?"
16. Contact members who are not active and/or miss meetings with a "We miss you" e-mail, telephone call or note
17. Conduct exit interview with non-renewing members to understand why women may not be renewing
18. Survey non-members to find out why they do not join; try to understand what they need and expect
19. Make yearly renewal the easiest thing in the world to do
20. Improve profile by embarking on projects that combine the power of your council with community or other visible groups
21. Call new members a few months after they join to welcome them. Make sure they are getting information, are aware of upcoming events and ask for their initial impressions
22. Hold an orientation session to introduce new members to the council and to the league
23. Call any prospect that does not join within two weeks of receiving membership information. Never underestimate the power of personal contact
24. Offer prospective members a complimentary event, registration for a workshop, or a discount for a convention
25. Recognize members. Confer service pins and certificates, and recognize member awards in parish bulletins and on bulletin boards
26. Ask to make presentations at local universities, colleges and high schools
27. Provide gift memberships for the first year
28. Get members involved in any one standing committee or activity, and regularly ask members for their input. An involved member is a retained member
29. Delegate marketing and communication roles to members who are trained and have a desire to achieve results
30. Respond promptly to member complaints; acknowledge errors quickly and courteously