

Membership Development: Recruitment Worksheet

- Assess

Know your community:

- How is the Club perceived by others in the community?
- What are the most pressing issues among those segments you are trying to attract?

Identify the Club's strengths:

- What benefits might potential members find attractive about the Club?
- What does the Club do more effectively than other groups?
- What is especially enjoyable and fun about being a Club member? Consider how we currently recruit new members:
- What current or past methods have been successful in recruiting new members?
- Do we leave recruitment to only a few members or conduct recruitment at only certain times in the year?
- How well do Club publications and events demonstrate the benefits of joining the Club? How well do Club publications show respect for racial and ethnic diversity? (for example, are all graphics and photos of white people?)
- When members talk to others in the community, do we present the benefits of joining the Club?
- What recruitment efforts do we do in diverse communities?

- Plan

Set challenging goals for the Club's recruitment efforts for the next two years.

- Based on your understanding of the diverse groups in your community, brainstorm new or improved ways to recruit members. Remember, during brainstorming, promote creativity by not criticizing ideas right away. Even "wild" ideas may lead to new, practical methods
- Choose which methods you will use. Develop an action plan that includes a timeline and specific responsibilities (who will do what by when). Include a mixture of one-time events or campaigns as well as year-round ways to help out.
- Determine whether members need additional training or educational materials on communication skills, assertiveness skills, diversity awareness, what other experts say about recruitment and other issues.
- Select measures now that will help you monitor progress on your goals (not just the number of new members, but also how many people of different racial/ethnic groups attend Club events; how many publications serving diverse groups featured articles about the Club, etc.).

- Act

- Carry out your action plan. Be sure to keep careful records to monitor progress toward the goals.
- Celebrate successes and share praise with everyone that helps.

- Assess again

- Continue to assess the community and the Club. On a regular basis, come together with others to discuss what is working well, what isn't working, and how we can build on our strengths and make improvements where needed.