

After the Induction: Keeping New Members Engaged

Once the prospect is a newly inducted member, how do we keep her? Whether the new member is extremely shy or very outgoing, our most important responsibility is to make sure she feels welcomed at every meeting. One strategy with a proven record of success in member organizations includes the assignment of a sponsor or “buddy.”

Our brand new members need to start the process of building lifelong friendships from their very first meeting. We need to help them build connections with all the members so they experience the joy of friendship and benefits of membership right away. The assigned sponsor plays a critical role in this process by assisting the new member as she becomes oriented to the chapter and DKG, makes new friends, and learns about the many benefits of membership.

As a sponsor, consider the following tips as you make plans for the induction and *engagement* of the new member:

- During the **Orientation**
 - assist with the completion of the chapter application/recommendation form,
 - help her determine what small job or committee she would like to do,
 - answer any questions she may have, and
 - get to know each other.

- During the **induction ceremony**
 - introduce the new member to the chapter, and
 - accompany her through the meeting to introduce her to members and make her feel comfortable.

- **For the first meeting**
 - call the new member to be sure she knows the details,
 - offer a ride to the meeting, or
 - plan to meet her outside and walk in together, and
 - introduce her to one or two members.

- **During the year that follows, consider the following ways to help the new member become more involved.**
 - Assist her in attending meetings by reminding her of meetings and details, introducing her to one or two members at each meeting, and inviting her to join you at events.
 - Become her first life-long friend and mentor in DKG by

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- offering assistance if she is still working as an educator, reaching out between meetings for a phone conversation, or perhaps meet for lunch or coffee.
- Help her get involved in chapter activities by involving her in introductory chapter responsibilities (an inspiration or hostess for a meeting), exploring with her the committee options for service, or encouraging her to share her expertise through a program or activity.
- Encourage her to enrich her membership experience beyond the chapter by inviting her to attend an area, state, regional or international event, assisting her in logging into the international website to create a member profile and, where applicable, assisting her in applying for scholarships, grants or leadership training.