

## **Strategies for Membership Success**

*Compiled from Convention Workshops*

### **Recruit**

- Ask members to consider retired/active educators in the other groups to which they belong (garden club, church, red hat society, etc., TRTA)
- Have a chapter round table discussion to brainstorm recruiting
- Put out prospect cards at every chapter meeting to remind members to be thinking of who they might recruit
- Sponsor a table/booth at district new hire orientation to catch members moving into the district and interest those who may have received grants-in-aid or never heard of DKG. Provide food, goody bags, and have DKG information available
- Invite finalists and winners of district and professional organization Teacher of the Year, Principal of the Year, Assistant Principal of the Year, etc. to be honored at a chapter meeting or special meal
- Place posters in school lounges about DKG - CPE meeting and invite all teachers
- When doing volunteer student mentoring develop relationships with possible recruits
- Non-traditional fields: non-profit organization education directors, park rangers, museum education staff, Christian education directors, professional development, school nurses, city department trainers, day care directors providers/consultants, child care center directors, health educators, fire prevention teachers, county extension agents
- Follow up with grant-in-aid recipients and propose them for membership in chapters where they work
- Honor grant-in-aid recipients at the campuses where they student teach or work and invite their campus and university supervisors, grade level colleagues, cooperating teachers, etc. to introduce a wider audience to DKG and the benefits of membership
- Finish any press release or publicity with links/contact info for more information about DKG
- Submit articles to local ISD publications and local media (templates on TSO Communications committee page)
- Sponsor an "Ask me about DKG" day on school campuses
- Talk to principals and teacher members about their best colleagues
- Deliver goodie bags to all new hires
- Take supplies to elementary campus or teacher tubs with sticky notes, dry erase markers, etc that can be in a drawing or for new teachers.
- Invite principals/supervisors of inductees to the induction ceremony
- Blend orientation with bunco - have information about DKG at each table and/or have a short talk between rounds
- Use scholarships/grants as incentive for teachers seeking post graduate degrees
- Invite potential members to several meetings (guest for a year)
- Have a recruitment dinner
- Multiple inductions a year; induction at any meeting
- Have chapters who have been successful in recruiting give area workshop
- Emphasize personal/professional value for investment
- Each one gets one campaign – everyone responsible for one new member

- Target recruit at one or two schools per year – you can provide breakfast or after school snacks to teachers and provide flyers, etc.
- Chapter pick up half of dues first year
- Invite young member and a friend; then once a younger member is inducted have her bring buddies to the meetings; then appoint a younger member(s) as program chair to create exciting programs so the buddies will enjoy the meetings

### **Retain**

- Network members to support folks with new work assignments
- Network for rides to meetings
- Tailor communication to varied styles of members- phone, mail, email, text, Twitter, Facebook, chapter webpage, e-vites to each meeting
- Each new member needs mentoring by sponsor + another member
- Do not overwhelm brand new members with too many duties
- Pay for the new member's meal one or two time during the year
- Publish any member honors (as well as those of their family members) in the newsletter increased readership
- Purchase and award pins for # years membership and invite colleagues, supervisors, and families to the meetings when they will be awarded
- Establish a chapter achievement award (could TSO Research and Membership work together to collect criteria from chapters currently awarding one?)
- Celebrate those with perfect attendance - publish names in the newsletter
- Recognize different “groups” at meetings; examples: committee chairs, mother/daughter, past state members, ACs, members less than 5 years, etc
- Brag box/bag at every meeting lets members share their special news –pay \$1 to brag about yourself or someone else.
- All About Me Bags that represent each member – mix up the bags and guess which member it is.
- Honor membership anniversaries with the same kinds of gifts as wedding anniversaries • Really get to know your members - Keep up with each other.
- Have postcards ready to sign and send to absent members
- Snap a photo of all present and text or email to absentees with well wishes and next meeting information
- Shared leadership - Be intentional in assigning responsibilities to develop leadership
- Give members “walk-on” jobs at meetings - delegation creates trust and builds leaders
- The president should not be doing it all – this office should be seen as an opportunity not a burden – plan (out loud) how members will support officers
- Establish a succession plan that builds leadership skills and creates willing candidates for future chapter officers
- Promote leadership training, scholarships
- Skype absent members into meeting
- Programs that address member interests - survey members about favorite programs of the year - balance programs and look for cross-generational topics
- Combine with other chapters for a program

- Have younger members present a program on new technology: tablets, twitter, skype, Facebook, etc.
- Enliven programs with music, drama, humor
- Have program first in meeting
- Door prizes at each meeting (Ask for donations from member's)
- Have social meetings in summer for those who can come to keep in touch (50s sock hop, day at the beach, game night, fiesta, rodeo, arboretum, museum, etc)
- Flexible meeting places and times selected through member surveys
- \$10 discount on dues if paid by a certain date (absorbed by the chapter)
- Membership chairs work with treasurer and president to contact members by email, mail, and phone call before they are dropped
- Chapter or sisters sponsor reserve membership for charter members
- Do an extended project or multiple projects to give members many opportunities to participate in community service
- Nominate members for state committees
- Tweet, blog, or post-convention happenings so those who don't attend will know how great it is to be a participant
- Provide financial support to attend society meetings such as conventions
- Use Re-Orientation for a program or chunk it for membership moments at each meeting
- Chapter planning workshop – executive committee meets first then entire chapter meets with time for committees to work on planning meetings for the coming year

### **Reinstate**

- *Where are they now?* - Make a list of all the former inductees who are no longer members and share the list with current members. Also share the list among other chapters in the same city. Folks may switch districts or have conflicts with the original chapter's meeting schedule...another chapter might be a better fit
- Look for former members in old yearbooks, treasurer's reports, induction book
- Offer support to former members whose spouses have recently passed away
- When members are going to move, help find a healthy chapter for them to join in their new location
- Have a fall "homecoming" tailgate or spring chapter reunion and invite anyone who was EVER a member...significant chapter birthdays are another good time to do this
- Make personal contact – renew personal relationships – send a handwritten note or call
- Continue to send chapter newsletters to former members
- Be intentional in contacting former members - set aside a meeting to write invitations or to phone call former members
- Keep asking
- Invite to Christmas Social or other meetings without pressure to reinstate – bring them back to see what they are missing
- Help chapter members understand reinstatement does not require vote or back payment – simply pay dues for the current year and complete the reinstatement card