

Chapters throughout the Society are searching for new ways to increase membership. The International Membership Committee encourages the use of this plan that has been used successfully to revitalize struggling chapters, to energize healthy chapters, and to develop new chapters in several state organizations. This easy-to-use plan includes complete instructions and all the resources your chapter needs to begin building membership.

During a chapter meeting, members receive prospect cards on which they record the name and contact information of an educator they would like to nominate. Chapter members might nominate an enthusiastic teacher they noticed at a district training session or a talented music teacher they noted directing her school's student musical. A retired teacher could nominate a beloved teacher she learned about from a grandchild or a teacher she noticed while volunteering in a school. A member could record the name of an educator whose outstanding teaching ability she witnessed while receiving instruction at a photography or painting class, a master gardener session, or technology training. Other types of educators such as corporate trainer, curator of a museum, or administrator should be considered for nomination.

Once the cards are collected the chapter mails an enthusiastic letter to the prospective members inviting them to an orientation session. An orientation should be held at a convenient time. Consider having more than one orientation so that all prospective members get the chance to learn about the Society. Orientations do not have to be held in a formal setting but can be held at a coffee shop or other locations. During the orientation, the prospects are introduced to the Society via the *Pride in the Big Picture* presentation, featuring specific chapter programs and projects, benefits of membership, and shared stories of the power of DKG to transform lives. *Pride in the Big Picture* can be edited to showcase your local chapter's needs. New members should be encouraged to invite prospective new members to join them in becoming a member of DKG.

**Step 1:** The chapter membership committee should request members submit a name via a prospect card (See sample document, DKG Prospect Card) at one or two meetings. These cards can be included in chapter newsletters. These active public and private school educators, retirees and others considered for membership do not have to be contacted before recommendation. (Key to making up this list is to choose those women whom you really want in your chapter—assume nothing would prevent them from saying yes. Don't eliminate them because you "assume" they would say no. Let them decide for themselves!)

**Step 2:** Each should be informed in a special, personal letter that she has been chosen

for membership in our prestigious society. (See sample document, Prospect Letter) Key elements of the letter are that the prospect was recommended by a member (named) based on her stellar qualities as an educator. Brief info on DKG and the chapter is included, as well as the invitation to an orientation meeting. The letter emphasizes the honor of membership and asks them to RSVP for the meeting.

**Step 3:** Some may decline; some may call with questions; and some may agree to come immediately. For each of those who plan to attend, invite an equal number of current members to serve as “buddies” at the orientation.

**Step 4:** At the orientation, provide social time for current and prospective members and then present the Pride in the Big Picture slide show (available for downloading at [www.dkg.org](http://www.dkg.org)). Current members can meet with the prospects in small groups to answer any questions. At the conclusion of the meeting (which lasts only one hour), ask them to decide to accept or decline the invitation to become members.

**Step 5:** The current member “buddy” can use the Chapter Member Application (See sample document, Chapter Member Information Form) to obtain information about the prospective member. This application serves as the former Recommendation for Membership or Form 11 used by many chapters to obtain member information. It can also serve as a commitment from the prospective member.

**Step 6:** A prospective member must pay her dues to the chapter treasurer prior to induction. An educator becomes a member of your chapter once dues are paid. They do not have to go through an induction ceremony.

**Step 7:** If the chapter desires to have an induction ceremony, then those new members who have paid their dues are included. If desired, invite the members to the induction ceremony with the Induction Letter (See sample document, Induction Letter). Remember to plan and order all necessary supplies in preparation for the ceremony.