

12 Ways to Increase Your Membership

Membership growth is a constant challenge. One month you pick up new members and the next month you lose a member. Even if your organization is active and successful, some members will leave due to sickness or death, transfers, time restraints or a variety of other reasons. New memberships bring fresh ideas and different perspectives that will let the organization expand the opportunities to serve the church and community. That is why every organization should be continually on the lookout for new members. It is not always easy to attract new members but here are some ideas to help boost your membership.

#1. Take Turns Inviting Guests

Members should take turns inviting prospective members to your meetings. This effort could be conducted in alphabetical order based on the member's first or last name. It's a sure bet that some of those guests will want to come back and join. This consistent approach to growth helps your members get in the habit of identifying new members.

#2. Organize Teams

Organize teams of 3 or 4 members to recruit new members over the summer months. Encourage them to name their teams, make it a game and get everybody involved. Offer a prize for the team that recruits the most new members; for example, lunch at the hot spot in town, gift certificates for a spa or nail salon.

#3. Go Public

Get one or two members to work on a public relations campaign, sending news releases to the local newspapers, radio and TV stations about the club and the activities that are coming up. Don't forget to include a contact name, phone number, e-mail address or web site.

#4. Feature Interesting Programs

Once you succeed in bringing guests to a meeting you want to make sure they like what you have. Organize interesting meetings and speakers that will make them want to come back.

#5. Educate Your Members

The more your members know about the organization and its history, the better they can educate prospective new members on the organization.

#6. Start a Speakers Committee

Just as outside speakers promote their causes to your organization, you can visit other organizations and talk about your community programs and projects. While you are speaking you can distribute club brochures and invite them to your meetings.

#7. Look Up Old Friends

Pull out some of your organization's old membership rosters and circle the names of those who left the club. Give these members a call, because their situations might have changed and they may be ready to return to the club. If not, thank them for their past membership and tell them that you will be praying for them.

#8. Make the Most of Your Service Projects

Every time you do a service project, promote your organization. When you donate to a charity, inform the staff what your organization is about and ask them to join. If you award a scholarship, invite the mother of the winner to join your organization. In fact, encourage not only her but also the grandmothers, sisters and aunts to join.

#9. Put your Club on Display

Have a few members attending every Mass or other activities going on at your church with club brochures and other club information. If you have a calendar of events make sure you print some to give out. Encourage them to stop by a meeting and see what's happening. You never know when you might strike a responsive chord with someone who is just looking to get involved.

#10. Use Business Cards

Make some business cards for your members with the name of the organization, the website and the contact person's name, phone number and e-mail address. You might put on the back the location, time and dates of your regular meetings with the phrase "All are Welcome." Encourage members to give these cards out along with a personal invitation to your meetings.

#11. Increase Your Circulation

Do you send out the agenda for meeting in advance of each meeting? Send copies to prospective members, former members and the local media. Add a personal note on each inviting them to attend the next meeting.

#12. Plan a Fun Event

Organize a party or other fun event and invite the membership and new prospective members and their spouses or significant others. While having a good time is the main objective of the get together, you can also work in some information about the organization and even a soft sell on joining.