

## Some Ideas to Consider: How Do You Find Members?

**Step 1:** Decide what membership means in your organization.

- Benefits of membership.
- Responsibilities of the members - do they see themselves as consumers or participants.
- What do you expect of the members?
- What do the members expect of the organization?
- Do membership categories meet different needs?

**Step 2:** Assess the current situation of your organization's membership.

- Has "what you do" changed, and does it meet the needs of the community?
- Is your membership recorded so that you can determine the demographics of your membership?
- Has your membership and residents been asked "what do you want your Community Association to offer"?
- Do you address the diversity in your community?
- If so, do your programs meet the needs of your diverse population?
- Does membership cost you more than the membership fee?

**Step 3:** Establish your membership goals

- Which is more important, the size of membership or the number of active participants?
- Be prepared to evaluate membership drives in terms of time, volunteers and dollars.

**Step 4:** Develop a membership project list

- Mail or email notice of membership drive to former members (be personal if possible).
- Follow up with unpaid membership.
- Recruit current members to sell membership to friends and neighbours. They know the benefits.

**Step 5:** Select techniques and Tools to recruit members

- Consider a phone blitz.
- Have well prepared handout materials, with advance notice through signage and the newsletter.
- Consider a discount program of community businesses.
- Be creative, consider special events, registration evenings, open house etc.
- Prepare the volunteers that will be recruiting membership so that they can answer common questions and have referrals information available.



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