



ASSESSING YOUR CURRENT APPROACH

- Time it takes**
- 45 minutes
- What you need**
- flip chart and markers
 - handout: "Membership Recruitment and Retention: How do you Rate?"
- How it's done**
1. Divide the group into pairs. Ask them to share their reasons for joining the organization and why they retained their membership. Ask several of the pairs to report back. List the reasons under headings "Recruitment of Members" and "Retention of Members" on flip chart. Ask the others if they can add other reasons to each category.
 2. Regroup into appropriate groups according to distribution of participants, e.g. groups all from the same local organization, groups from similar organizations.
 3. Distribute the handout questionnaire "Membership Recruitment and Retention: How do you Rate?" Have groups discuss and rate their local organizations (*e.g. the number done "well" out of the 19 points, and the number of points which are areas of concern*).
 4. Have two to three groups report back, with others adding suggestions.
 5. Ask the groups to consider five ways they might improve their ability to attract members and to retain members. Ask them to write these ideas on flip chart paper. Display for others to see.
- Variations**
- Instead of points 2-5, use the questionnaire "Membership Recruitment and Retention: How do you Rate?" as a basis for discussion. Find out from the participants what works and what does not work in their own organization.

Membership Recruitment And Retention: How Do You Rate?

I. Recruitment: Questions to Consider

1. Are you easy to find? Is your organisation visible?
How are you visible?

2. How do you publicize your activities? e.g. Do you have a flyer, brochure or fact sheet? Do you advertise in the media? Do you have a webpage?

3. Are you known in the community at large? How?

4. Do you have links with your community? e.g. Do you have meetings or special events open to the community? do you have meetings or joint activities with other groups? Do you offer any services to your community?

5. Do you have someone in charge of membership?
 - 5.1 What is her function

 - 5.2 Do you support her fully in your recruitment program?

6. Can your members answer the questions "What does your organization do?" "What does your organization stand for?"

7. Have you identified target groups as potential members?
i.e. community leaders, rural women, young professionals, high school graduates, businesswomen, young women, retirees, etc.

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How are you visible?
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10. Are you known in the community at large? How?
11. Do you have links with your community? e.g. Do you have meetings or special events open to the community? do you have meetings or joint activities with other groups? Do you offer any services to your community?
12. Do you have someone in charge of membership?
 - 12.1 What is her function
 - 12.2 Do you support her fully in your recruitment program?
13. Can your members answer the questions “What does your organization do?” “What does your organization stand for?”
14. Have you identified target groups as potential members?
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II. Retention: What do you offer your members?

1. Do you offer your members any special benefits? If so, what?
2. Do you make your new members feel welcome by personal contact? Do you involve them in your activities? Do you use their special skills?
3. Do you attract younger members? Do you encourage young members to take leadership roles?
4. Do you keep data on your members' special abilities, skills and interests?
5. Do you give your members opportunities to develop their abilities and skills? Do you provide opportunities for them to develop new skills and interests?
6. Do you offer your members opportunities to make friends?
7. Do you encourage your members to participate in decision-making?
8. Are your programmes designed to meet the needs of your members? e.g. do you offer opportunities for working together on worthwhile projects? meet the interests of both young and older members? reflect new ideas?
9. Do you provide efficient meetings?
10. Do you keep your members informed about activities of the organization?
11. Do you solicit comments from your membership whenever your organization plans to try something new? Do you solicit ideas (encourage) members to suggest ideas for potential new projects or activities?
12. Do you regularly review your activities and goals in light of your membership needs?