



CREATING A POSITIVE ENVIRONMENT FOR GROWTH

Recruitment is not very effective if members don't stay. Although some turnover is inevitable, it is frustrating for an organization when newly recruited members become active for a short period and then disappear. It is important to develop a strategy for membership retention and to make it a high priority with realistic goals and directed activities.

Many organizations, even those which appear to function well, fail to provide the elements necessary to nurture growth. A few questions can help an organization to assure that it is open and welcoming to new members.

- Are we who we say we are? Do the organization's programme and activities reflect the image presented in publicity and recruitment material?
- Are there procedures in place for introducing new members and helping them to feel a part of the group?
- Is the organization open to new ideas that new members can bring? Are new members given opportunities to suggest new approaches and activities?
- Do you make use of the energy, knowledge and skills of new members?
- Does the organization take into account the changing needs of its membership?

A strong programme, orientation for new members, good communication, open and shared leadership, and periodic needs assessment all play a role in helping every member to feel an integral part of the organization.

Another important element which organizations often overlook is visibility. Does the organization offer programmes that bring the public recognition that will make members proud to belong?

The following modules provide a series of checklists that will help you identify actions your organization can take to assure that it is providing a positive environment for growth.

- Offering An Effective Programme
- Making the Most of the IFUW Connection
- Tapping Every Member's Potential
- Visibility and Impact