



In Membership

100+ Ways to Recruit New Members!

1. Advertise at local colleges, universities, churches, and parents of grade school age kids and at child care centers
2. Advertise in newspapers, cable TV, public access TV and radio
3. Advertise at sport events
4. Ask award winners from chapter or state competitions to speak on your chapter's behalf at other organizational meetings
5. Ask corporations and employers to sponsor an event or membership dues for new members
6. Ask every member to submit 3 to 5 names to be added to the chapter prospective list
7. Ask someone **you** know!
8. Ask your USWT Membership VP, State Membership VP, or District Director for membership assistance
9. Assign chapter members to a 5 person recruitment team. Each team picks a month to bring in a new member
10. Attract a wide age spectrum by offering a variety of programs and events
11. Booths at malls, fairs, school events, festivals, craft shows etc.
12. Bring your boss to a meeting or chapter/district event
13. Bring your co-worker to chapter events/ meetings
14. Bring a guest
15. Bumper stickers for your chapter
16. Chapter business cards
17. Chapter sponsor a local program
18. Circulate your chapter newsletter widely (everywhere)
19. Create customized bookmarks to use for promotion of your chapter events
20. Create a welcome letter to be sent out to new members after the month they join
21. Make reporting fun at chapter meetings
22. Contact the Chamber of Commerce, City Hall and local businesses
23. Contact past prospective members/guests
24. Contact all members who have resigned from chapter membership
25. Display your chapter awards at meetings
26. Display a thermometer at meeting showing progress toward reaching your membership goals
27. Elect a dedicated Membership Vice President/Director/Coordinator for your chapter
28. Encourage visitations to other chapters
29. Follow up with guests after they attend meetings and events
30. Feature a new member in your chapter newsletter each month
31. Give your Membership Vice President time on the agenda at all meetings
32. Hand out invitation cards for a 'free' breakfast, lunch, or dinner to a prospective when attending a meeting

33. Have a chapter brochure and make sure to pass them out
34. Hand out membership "join" cards at meeting
35. Have a chapter email list
36. Have a chapter newsletter
37. Have a chapter web page
38. Have a clear membership goal for your chapter
39. Have a guest speakers
40. Have a host at each meeting to welcoming new members
41. Start a mentor program (match seasoned members with a new members)
42. Make available new member packets at all events
43. Have a planned agenda
44. Have a planned program for non-members/guests
45. Create a reward program for members who bring in new members
46. Have a service project that serves a need in the community
47. Have an orientation program for new members
48. Sponsor a table at trade shows
49. Use a working prospective list you check on monthly
50. Ensure meetings and programs are stress free and enjoyable
51. Have incentives for new members who join
52. Include testimonial statements from other members on why they joined your chapter, display at your meetings and other events
53. Always introduce guests at all chapter meetings, socials, and projects etc.
54. Include refreshments at your meetings
55. Hold your meetings at a public location
56. Host an expo with home-based businesses
57. Have a season member sit with a guest at meetings
58. Include recruitment tips in chapter newsletter
59. Have social event for members and spouse/partner
60. Honor outstanding community members with an award
61. Host a joint meeting / event with another organization
62. Host M-nights (membership night) throughout the year
63. Host a speechathon with as many speakers as possible with different topics
64. Host a special guest day at your chapter meeting
65. Host an open house
66. Host a poster contest at schools
67. Host a public workshop
68. Host a wine and cheese reception for prospective members
69. Hold a chapter meeting focusing on membership to brainstorming ideas, and include ROAR (**R**ecruitment – **O**rientation – **A**ctivation – **R**etention) in your membership area
70. Hold a meeting at a senior center, child care center
71. Hold membership drive and include contests
72. If a prospect can't attend your chapter meeting, suggest another chapter event or meeting
73. Invite family members to join
74. Invite the local media to your events
75. Invite guests to dinner, coffee, work, to get better acquainted with them

76. Invest in your membership (spend money on membership)
77. Join a speaker group
78. Look for members in all ethnic groups
79. Lead by example (how many new members have you recruited?)
80. Letter or personal contact with local business
81. Make direct contact with women's business associations
82. Make it look easy (do you have an "elevator speech"?)
83. Make prospective members feel important
84. Make meetings FUN and interactive
85. Make time for social time with your chapter
86. Meet at a good location and make sure it is well advertised
87. Members give talks at other organizations
88. Members should be prepared for reporting
89. Mention your chapter events at other organization you belong to
90. Network with your co-workers, friends, family and neighbors
91. Never cancel a meeting, especially last minute
92. Offer a discount on membership dues during certain months
93. Pass out M & M candies to remind members that "Membership Matters" and we need new members to grow
94. Participate in community events
95. Practice "selling" your chapter events at chapter meeting (have your elevator speech ready at all times)
96. Provide brochures for new employee package for members' companies
97. Provide child care during meetings
98. Publicize your chapter successes, events, conventions, elections in local newspaper
99. Put pamphlets in doctors' offices, hospitals, libraries, restaurants, city hall, police/fire department
100. Put posters, flyers in stores, coffee shops, etc.
101. Promote humor in speeches, meetings, ice breakers etc.
102. Remember you can recruit new members for other chapters and states too
103. Repeatedly invite prospective members to all chapter, district, state and national events
104. Send out informational letters about your chapter to other groups
105. Send chapter newsletter to prospective members
106. Send chapter members to district, state, national conventions
107. Send out thank you card to guests for attending anything
108. Share positive chapter experiences with others
109. SMILE a-lot
110. Sponsor a sport event
111. Subscribe to chapter, district, state and national newsletter for your new members
112. Submit article to chapter newsletter on each new member
113. Submit a missing in action ad / new members wanted ad in your chapter newsletter
114. Try not to use any abbreviations (acronyms)
115. Use word of mouth
116. Use strong PR all the time

117. Use your membership to constantly promote and rave about your chapter
118. Your current membership should positive promotion for your chapter events
119. Wear your name tag everywhere
120. When someone outside your chapter notices your progress with leadership skills tell them about Women of Today
121. Write letters to newspapers about your membership campaign
122. Visitor Day....each members send out invitation to a guest for a specific meeting
123. Contact your USWT MVP at www.mvp@uswomenoftoday.org with any questions or assistance needed