



# **MEMBERSHIP DEVELOPMENT GUIDELINES**

## **RECRUITMENT WORKSHOP**

**NEED MORE HELP? VISIT [WWW.AMBUCS.ORG](http://WWW.AMBUCS.ORG)**

# AN INTRODUCTION TO MEMBERSHIP DEVELOPMENT

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All chapters should have a planned membership development program. Whether your chapter has 10 members or 210 members, a planned membership development program is essential to a successful, healthy chapter.

Membership development often takes a back seat to other aspects of your chapter. If you are wondering if your chapter has a lack of membership development, ask yourself the following questions:

Does it feel like no one in your chapter is taking membership development seriously?

Is it a priority of just a few?

Does it seem like the same few people are always the ones doing all of the work?

Are you having a hard time recruiting people for leadership roles?

Is it only the same few faces at each meeting?

One or more of these probably hit home with most of you. Don't worry, there is hope!

There are many aspects to membership development, but there are three basic and mutually supportive elements that must be present. Those are

## **Recruitment**

Recruitment involves the identification of those people who we feel would be an asset to our chapter. It includes seeking them out, developing in them an interest in AMBUCS and motivating them to join our chapter.

## **Orientation**

Orientation includes those efforts undertaken to integrate the new member into our chapter family. Orientation actually begins the first time we approach someone about AMBUCS and ends when the new member is totally involved in our chapter activities. It is a process of informing, helping and involving.

## **Retention**

Retention is the culmination of recruitment and orientation. It results from a well-rounded program of chapter activities which deliver the product we sold during the recruitment and orientation processes.

The goal of this workshop is to give you a guideline for effective **recruitment** within your chapter.

# RECRUITMENT BASICS

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Recruitment involves the selling of an idea, the concept of involvement in community service through association in AMBUCS. It is an active, ongoing process. If each of us maintain a high-level of AMBUCS consciousness, we could continually be alert to those people around us who would make good members and who would join if we ask them.

Before we can focus on recruitment strategies, it is important to take a step back and take a look at our relationships

## **IMPORTANCE OF RELATIONSHIPS**

Relationships are at the heart of successful membership development: relationships between the board and the chapter, relationships between chapter members, relationships between chapter members and those who haven't joined AMBUCS™... yet. Careful cultivation of these relationships can lead to a stronger membership and therefore, a stronger chapter.

Once you've taken the steps to strengthen your chapter's relationships, the next logical move is to capitalize on them by strategic and smart recruitment efforts. Recruitment efforts must be on going. Once a chapter begins to lose ground, it is much more difficult to build membership.

## **Three signs of a struggling chapter are:**

1. A lack of member participation in projects due to burn-out
2. A lack of leadership to guide the chapter
3. A lack of attendance at meetings

The most important thing to do is to develop a membership program that best meets the needs of your chapter. Look at what "roles" most need filled within your chapter. What skills could help your chapter? Look at the people your chapter has established relationships with to select individuals to meet these needs and skills. As your chapter works to establish new relationships, your pool of potential members will grow.

## **QUALITIES OF A SUCCESSFUL MEMBERSHIP DEVELOPMENT PROGRAM**

There are some qualities that need to appear within your chapter to have a successful membership recruitment program. They include:

1. Energetic members who are excited about AMBUCS™
2. Members who are knowledgeable about AMBUCS™ both locally, regionally and nationally
3. Chapter officers that are actively involved in recruitment
4. A year-long recruitment plan
5. Leadership opportunities for new members.

# RECRUITMENT PRACTICES

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## **SOME PRACTICES TO ESTABLISH WITHIN YOUR CHAPTER TO ASSIST WITH RECRUITING EFFORTS INCLUDE:**

### **Branding Time Contest**

Branding Time is the national membership campaign that runs in October and November annually. The goal at this time to have a net increase of 5 members. The best way to achieve this is to hold a membership contest within your chapter. Be creative and make it fun. Give it a theme and promote it every chance you get. Membership contests DO have a positive affect on membership. There are lists of contest ideas available to you on the AMBUCS™ Web site.

### **Spring Round Up Invitation To...**

Like Branding Time, Spring Round up is another national membership campaign. It runs through March and April annually with the goal of a net increase of 5 new members. During this time, chapters are encouraged to hold a special event called an "Invitation To..." At this special membership event, prospective members receive invitations and are treated to a program which will include a brief education about AMBUCS™ and your chapter, as well as something which will demonstrate the mission such as an AmTryke® give-a-way.

### **Big Hat Mentor Program**

New to 2005 is the Big Hat Mentor Program presented by the National Big Hat Club. The idea is to team up Big Hatters with members who are just one or two new members away from getting their own Big Hat. The steps include:

1. Recruit mentors from those who are already Big Hatters.
2. Match them up with the future Big Hatters in your chapter (those with one or two new members to go or those with aspirations to become a Big Hatter!)
3. The mentors work one-on-one with the future Big Hatters to call on potential new members. By doing the following:
  - a. The mentor helps the future Big Hatter set up phone appointments with potential members and uses the attached phone script/
  - b. The mentor and the future Big Hatter go talk with the potential member together and invite them to a chapter meeting.
  - c. At the meeting, make the potential member feel welcome by greeting them and introducing them to fellow chapter members.

### **Friendship or Member Recruitment Committee**

Be sure to utilize your Friendship committee. This committee sets goal, prepares a plan and make suggestions for recruiting new members. (see the Chapter Committee Guidelines, Membership Recruitment Committee, also Seven Steps to Successful Recruitment program; all available on-line.) The Chapter Board of Directors should work with this committee to ensure that everyone shares similar goals for the membership development program.