

IDEAS FOR MEMBER RECRUITMENT

1. Stress member only benefits (example: member only reception before and after forums with candidates.)
2. Have an introductory membership rate. Have a "Friends of the League" program where people can support the League as nonmembers for \$15 and receive your newsletter and notices for events.
3. Recruit by approach/friendship; ask people to join.
4. When members join/renew ask them to complete a member interest questionnaire. This way you will know what types of activities they are interested in and how much time they can volunteer per week/month/year.
5. Assign job immediately to new members, this way they have a sense of importance and belonging immediately.
6. Recruit by asking nonmembers to volunteer for specific events
7. Mail newsletters to elected officials, public figures, doctor's offices, auto shops, etc. (places where people have time to read)
8. Be persistent; don't give up. You may ask 10 people to join before one person joins.
9. Invite city council members to join the League.
10. Solicit candidates who did not win to join the League.
11. Work with coalition groups that do not endorse members.
12. Develop new member/guest packets. Include membership information in all publications. Contact the LWVUS or state League for any publications or League materials to include. Or visit their websites to download information.
13. Create and distribute bumper stickers – "LWV-- Do it at the polls"
14. Go to neighborhoods where you want to recruit. Advertise the LWV and programs in their media outlets. Add zip codes to your mailing list of under-represented areas in your League.
15. Brainstorm names of potential members. Have a "signing party" where letters go out to potential members and each person who knows the prospective member hand writes a personal note on the recruitment letter.