

LEAGUE OF WOMEN VOTERS MEMBERSHIP GROWTH ASSESSMENT INDEX

Instructions: Please select the number along the continuum that best represents the practices in your League. Place the number on the line to the right of each item. Tally your score for each section and place the sub-total in the box provided. Add your total score at the end of the worksheet.

Membership

	1	2	3	4	5	
1.	We have a membership chair that handles the recruitment efforts for our League.		We have a committee that helps the membership chair with events for prospective members.		Our members are active in many community groups and are always on the lookout for new members.	_____
2.	We look to our annual membership count to tell us how we're doing with recruitment and retention.		We'd like to increase our overall membership, but we don't set a specific goal for the year.		We set specific goals each year for growth and diversity in our League's membership.	_____
3.	Our primary recruitment strategy is to forward names to the membership chair for follow-up.		We hold a prospective member coffee once a year and encourage our members to bring a friend.		Our members regularly invite colleagues/friends to attend League events and to join the League.	_____
4.	It's been several years since our League ordered new membership brochures.		We recently ordered new membership brochures and distributed them to all board members.		Many of our members carry membership brochures and do not hesitate to "make the ask."	_____
5.	Our work is important. If people are interested, they will join the League.		Our door is open. People are always welcome to join our League.		We actively seek people from diverse parts of the community to join.	_____
6.	We assume that groups now underrepresented among our members aren't interested in joining the League.		We offer membership in the League to anyone who expresses an interest.		We work to expand the League's appeal to all segments of our community	_____
7.	We have very little diversity (racial/ethnic, age, socio-economic, gender) in our League.		We have a number of members who add "diversity" to our League.		Our membership includes a good cross-section of our community.	_____
Membership Sub-score						

Program and Opportunities for Involvement

	1	2	3	4	5		
8.	Our local program is based on the interests, abilities, and time availability of our current members.		We consider the interests of non-members in setting our local program priorities.		Our local program reflects community input and focuses on issues of major concern to the broader community	_____	
9.	The purpose of our meetings is to educate our members and provide opportunities for members to socialize.		The purpose of our meetings is to educate our members and interested non-members about critical issues.		The purpose of our meetings is to promote member and community involvement in addressing issues of concern.	_____	
10.	We rely almost exclusively on League members to carry out our programs/projects in the community.		We frequently co-sponsor meetings and projects with similar civic groups (e.g., AAUW).		We regularly collaborate with diverse constituencies in the community on projects of mutual concern.	_____	
11.	Our League is primarily known in the community for its voter service work.		Our League is recognized in the community for its voter service work and its informational programs.		Our League is recognized for its voter service and for taking the lead in bringing people together to address issues of community concern.	_____	
12.	Attending general meetings is the primary opportunity for participation that we offer our members.		Members have a couple of options for participation in addition to attending our general meetings.		Our members have a range of options for participation, designed to fit a variety of interests and schedules.	_____	
						Program Sub-score	

Personal Practices

	1	2	3	4	5		
13.	I have no membership brochures, and I'm not sure that our League has any.		I have some membership brochures at home (and I know where they are).		I always carry membership brochures, and I have one with me now.	_____	
14.	I haven't personally asked anyone to join the League for over three years.		I personally recruited and signed up a new member last year.		I've asked at least three people to join the League in the past 12 months.	_____	
						Personal Sub-score	
						TOTAL SCORE	

Eleanor Revelle, LWVUS Board