

WHERE DO YOU FIND THEM?

1. Your family. Even if they say no, at least they will have a better idea of what you are doing.
2. Your friends. And, even your friends' friends. If you do not want to ask your friends, trade friends with a fellow League member and she can sell to your friends, and you to hers.
3. Co-workers. You might want to approach people before and after working hours. Payday and the day after payday are the best. Before payday, ask people to think about joining and then close the sale on payday.
4. Other organizations. Have you tried members of other organizations you belong to? How about your bowling team, political party or book club? One of the characteristics of members is that they are members of several organizations. You might try to recruit members from Common Cause, NOW or People for the American Way.
5. Church members. If you want to recruit members who are already experienced volunteers, the best place to look is the local church or synagogue.
6. Another place to recruit is the people who have already seen your work and come to League meetings or benefits. Every time your League holds a meeting or special event, at least one person should be appointed to introduce themselves to any newcomer and ask for membership.

Programs that are successful in attracting new members are looking for them in new places. The traditional member is gone. She's left the day-time, volunteer ranks for the paid work force. In her place, though, are a variety of new volunteers: active, retired citizens, young career people, disabled and re-entry workers.

But, because members are harder to recruit, you must adapt to the members availability and interests. Even the best members have limitations of interest, secondary responsibilities and, most of all, time.

Keep these things in mind when recruiting:

1. People have less time to give to organizations than they did even 10 years ago.
2. Active members want and expect substantive involvement in an organization. If you can offer this, you will be much more likely to recruit a new member.
3. How people become aware of an organization is crucial to developing their interest in joining. An organization active in a community and vocal in its accomplishments attracts attention.
4. A critical part of membership is the public relations strategy which acquaints the community with your programs and establishes visibility and credibility.