

## MEMBERSHIP RECRUITMENT MEETING TIPS

How to run a successful membership recruitment meeting—before, during, and after

by Don Canaday

### Before...

**Plan ahead.** Start planning well in advance of the meeting date.

**Get everyone on board.** Inform your club that *all club members* are members of the club's membership committee. Tell your club members that their job is to "sell a free meal." Ask if there is anyone who can't sell a free meal. Once prospects are at the meeting, it will be the job of your speaker to sell membership in Kiwanis.

**Make a list of prospects.** Spend one of your regular meetings developing your new-member prospect list (no program at this meeting). Bring telephone books, church membership rosters, and chamber of commerce lists. Ask each member to bring the names, addresses, and telephone numbers of at least three people to invite to the meeting. Use the index of your local Yellow Pages for ideas. Ask questions such as, "We don't have a minister in our club—can anyone recommend a minister to invite to this meeting?" If your club is less than 50 percent female, remind your members to think of potential female members. (Recommend a minimum of 80 on your prospect list).

**Invite them.** Mail letters of invitation to your prospect list 10 days prior to the meeting. Follow up with phone calls or in person a few days later to confirm their attendance. Ideally, phone calls should be made by whoever recommended the prospect.

**Get it in print.** If you have a club brochure, make sure it's updated. If you don't have a club brochure, prepare one that outlines your club's service projects and your fundraising projects. Kiwanis International has sample club brochures available and will provide you with 50 free copies. Order them from the Kiwanis store.

**Say it like you mean it.** Arrange for a quality Kiwanis speaker for the meeting. If you're not sure who to ask, ask your district membership chairman for help.

### During...

**Welcome them.** Have two of your members designated as official greeters to welcome all who attend and to pass out the nametags, club brochures, and membership applications to prospects as they arrive.

**Feed them well.** Ensure that your meal is especially good for this meeting.

**Sit with them.** Have your members seat themselves throughout the room so they will be able to have conversation with all the prospects during the meal.

**Challenge them to join...now.** Your speaker should “close the sale” by challenging the prospects to fill out their membership applications prior to leaving the meeting.

**After...**

**Don't hesitate.** Conduct a new member orientation within two to three weeks.

**Get them involved.** Assign new members to a committee and get them involved. Involvement is the key to attendance and retention.