

# Chapter Skill-Building Session: Recruiting Members at the Local Level



# Welcome from National NOW Action Center



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# Agenda

- Membership recruitment
- Successful recruiting
- How to recruit local members
- National NOW resources

# Why Membership Recruit Matters

- Greater diversity of opinions and backgrounds
- More ideas and opportunities to get creative
- The bigger the chapter, the more things can be accomplished---responsibilities can be divided for actions, membership tasks, etc.
- More representative of the community
- Prevent burnout from very active members
- Greater opportunity for to increase the amount of leadership in the chapter
- More financial stability for your chapter
- And many, many more!!!



# Case Study: Tips from NOW-NYC

- At all programming events, always have someone at the door collecting suggested donations (have the event be free for members). Have a promotion where if someone joins their donation can cover their membership fees.
- Have events that reflect important things happen in the community.
- Celebrate holidays like V-Day, Mother's Day, etc. with time-relevant programming.
- Partner with local businesses give NOW members discounts or periodic promotions.
- When promoting an event, include a link that allows people to join your chapter online.



# Case Study: NOW Grand Rapids

- Recruit your friends!  
All of them.
- Be persistent.  
Relationships can  
take time to cultivate.
- Leverage NOW's  
multi-issue focus.
- Be proactive-get in  
the press as much as  
you can!



# Constant Recruiting

- The only real way to continue to get new members is never stop recruiting. (Always on!)
- Remember each day presents an opportunity to get someone new and exciting to join your chapter.
- Make sure that someone is designated at every event to be welcoming to new members, including meetings.
- Encourage newcomers to join in on planning your chapter's next action.



# Be Ready to Recruit at Anytime

- Make sure to always have membership brochures or business cards with your chapter's contact info wherever you go. The PTA meeting, the market, you never know where you will spot a NOW member.
- Also if you see someone rocking a feminist shirt, pin or bag somewhere, you can go over to them and strike up a conversation.



# Think About Diversity of Membership

- Employment status
- Socioeconomic backgrounds
- Family structures
- Age
- Race and ethnicity
- Gender
- Sexual orientation



# Perfecting Your Elevator Pitch: Why NOW?

- Use part of a chapter meeting to ask, why did you join NOW?
- To make new friends in your community?
- Your passion for feminism?
- Was a particular issue or action that drew you to NOW?
- To expand your network?
- You had more time and wanted to take up the cause?
- Did you have friends, co-workers, classmates who convinced you to join?



# Make Meetings Fun

- Before the meeting starts, be sure to greet everyone, especially new or interested members.
- Have all of your meetings begin with a fun icebreaker or feminist question.
- Try to include everyone in the discussion that ensure you are bringing new ideas to the table (and leveraging newcomers)!
- Have a few meetings where current members bring a new person. They will be more likely to join if they already have a friend active in the chapter.
- Sometimes, it is a good idea to have meetings/gatherings, where members can socialize more, such as at a restaurant or coffee house. Also consider free spaces, such as libraries. This can be less intimidating than going to a house.
- Make sure everyone leaves with a job (it helps them come back!)



# Action! Action! Action!

- Actions are always a great opportunity to recruit new members.
- Make sure that you bring membership brochures or cards with your name and chapter's website.
- Whenever you have event with volunteers, make sure to put them on the chapter listserve, so they know when meetings are. A volunteer one day may be a chapter leader the next day.

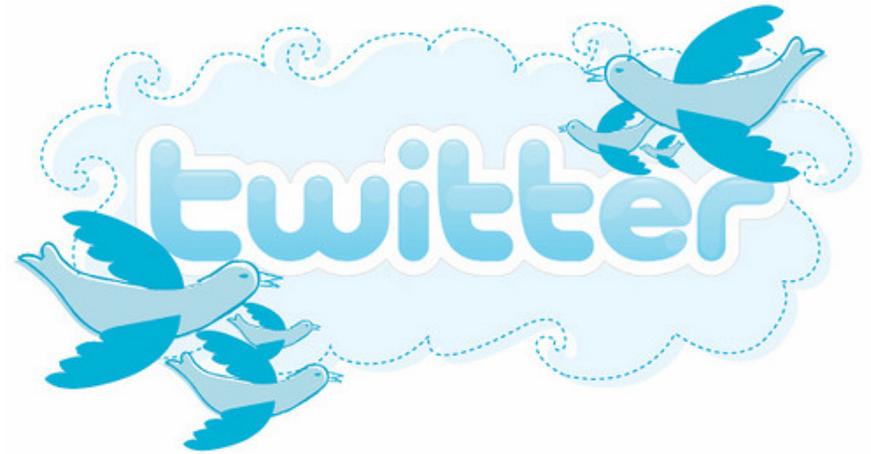


# Use the Web

- Make sure your website is user friendly and has an easy link to join the chapter (on the home page).
- It may not be the biggest component of getting new members, but every little bit helps.
- You can create website that's easy to use through wordpress or tumblr.
- Keep your calendar of events up-to-date and make sure to promote all meetings and actions.
- If you have interested writers in the chapter, blogging is another tool to build interest online.

# Social Media

- Make sure your Facebook pages and Twitter accounts are connected to your chapter website.
- Don't forget to create a Facebook event for each meeting and action, and invite all your fans (you never know who might show up).
- Have your chapter's Twitter account follow other local coalitions or community groups Twitter accounts (same with facebook fan pages).
- Tweet meetings and actions, so you can spread the word and try to live-tweeting events to show potential recruits how exciting action can be.



Find us on  
**Facebook**

# Other Organizations

- It is important to keep your chapter connected with the community by working with local coalitions or other local organizations.
- A good partnership can mean more members, as well as your chapter being a part of a network of a progressive groups.



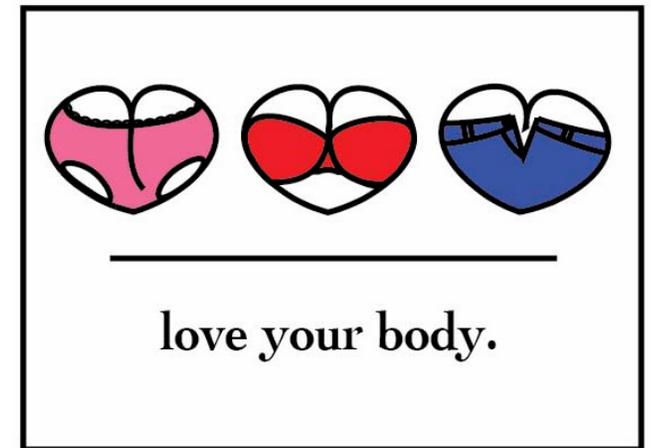
# Reach Out to the Community

- Have your chapter table at community events, like farmer's markets, festivals, etc.
- Your chapter can participate in key yearly events, such as Pride or community walk-a-thons.
- Make sure flyers for your meeting (with updated contact info) are posted at public locations like the library, coffee shops, cool restaurants, local campuses, etc.



# Think Outside the Box

- Do things in your community, so people can learn what NOW really is and how many diverse issues that we work on.
- Hold a Love Body Day fashion show, advocate your legislatures, have a zap action against a bill that shouldn't pass.
- The more actions in the community, the more involved others will want to become.
- Have fun!



# Resources Available from National NOW

- Check out the Planning a Membership Campaign (page 34) in the Chapter Organizing Manual on the Chapters' Only site
- Contact information for individuals within your chapter and the status of their memberships.
- Also, you can order membership lists for at-large members in your area by using zip codes in your area (you will need state president approval) through the Chapters' Only site

# Key Contacts

- Membership specialist: [member@now.org](mailto:member@now.org)
- Maintains the membership records
- She can answer specific questions about the status of your chapter's members, as well as requirements for bulk membership transfers

# Next Chapter Skill-Building Session

- How to Plan An Action Campaign
- Wednesday, February 15, 2012 at 8p.m.  
EST
- Contact Anita Lederer at [fieldorg@now.org](mailto:fieldorg@now.org)  
if your chapter has a successful action  
campaign story to share