



BATTER-UP!

10 Great Ideas for Motivating Your Members and Recruiting New Members

1. **Officers and Membership Chairman** must project **“EXCITEMENT”** about membership and motivate every member to participate in recruiting.
2. In recruiting new members it is important to recognize the local club must **meet the needs of the members**, not have members meet our expectations.
3. Remember, some members will **join exclusively to support the organization**. They are important members because they make our voice stronger and help financially support our projects.
4. Introduce a Membership Drive/Competition and obtain a prize for the member that recruits the most new members. **Women love competition!**
5. **Organize a phone bank**. Call potential members inviting them to join and/or to attend the next meeting. Who to contact:
 - Precinct Committee members or their spouse
 - Elected officials or their spouse
 - Use Voter Vault** to identify potential members
6. Compare your membership list with the precinct committee list and a list of elected officials. Contact every precinct committeeman and elected official or their spouse not currently a member and invite them to join.
7. Recognize and **praise** members for their successful recruitment efforts
8. Promote membership at every club meeting and event
9. Call past members and invite them to rejoin
10. **Be creative** – what would get you excited about becoming part of our organization?

No “Foul” ball called here... if you remember two things:

Successful Membership Recruitment is in the Hands of Your Members.

Every member is valuable and has an important role in the local club.