

## DW Membership Recruitment and Retention

*These ideas are in no particular order ...*

- Be sure to ask your guests/visitors to join — some people are just waiting to be **asked**.
- Drop a note to your new members welcoming them and thanking them for joining your club—include a contact name in case they have questions
- Make membership applications/forms readily available—have them on your sign in table, include them in your newsletter, on your webpage, at any of your events or activities, and at county party events
- Use name tags, have sign in sheets to help track and follow up with guests
- Assign a Membership Hostess for each meeting — duties to include introducing guests/visitors to other members and to the group, explaining the process of joining, letting visitors/guests know the protocol of the meeting, where the restrooms are
- Take your meeting on the road — maybe once or twice have your meeting in a new location—maybe a community where you have few members
- If you typically meet at night — set one meeting as a luncheon meeting—targeting a different set of women
- Get your new members active and involved ASAP — membership retention is higher for clubs which have active members—capitalize on talents, skills, extended networks
- Balance your meetings with education/activity/business — people want to feel as though their membership allows them to make a contribution towards something — to learn and then put what they have learned into action
- Keep your club in the news — people want to be members of active clubs
- Host an Appreciation Night — choose a community member or club member to honor—this draws their friends and acquaintances who may be potential members
- Design a membership brochure, send a regular newsletter (even a quarterly one)
- Link your webpage to that of other county organizations and to the state DWNC webpage, create a list serve for your membership
- Do member profiles in your newsletter
- Have a Renewal Lottery — all members who renew their membership by a certain date are put into a drawing for a prize
- Have a New Member Sponsor Lottery—put the names of members who brought new members in a drawing for a prize
- Target Membership Drive—determine a target group you want to recruit — Women Under 40, Elected Leaders, Geographical Locations (communities where you have low membership)
- Be One ~ Bring One Membership Drive - be a member & bring a guest
- All in the Family or Mother Daughter Membership Drive — encourage the family connections—highlight in a newsletter or do a group photo for the local media/paper
- x2 (times 2) Membership Drive — DWNC x 2 = More Democratic Women Advocating for Women and Families -- set 2 as the goal for the year for each member to recruit — when a member reaches that goal give a small recognition like a lapel pin, and recognize them in your newsletter
- Periodically survey your membership about the things they think are going well and areas they think need attention
- Encourage your membership to go to your DW District Meeting(s) and to the Annual State Convention -- also encourage your membership to become leaders at those levels

## Meeting, Project and Activity Ideas

- Establish a sister club relationship with another DW club either within your district or across the state — use your District Director or State Membership Chair to help facilitate
- Adopt a county nearby that does not have a DW club - work with your District Director to help them establish a club
- Work with the County Party to help organize unorganized precincts
- Plan a joint event with your other County Democratic Auxiliaries
- Drop a Note/Postcard Meeting — have current members bring 3 to 5 names and addresses of potential members, provide note cards or postcards and postage and have a meeting where you write personal invitations to prospective members
- Community Service—Survey your membership to see what other organizations they are involved in—for example, if the majority of your membership is also involved in Relay for Life, you may want to dedicate a meeting to that cause
- Get behind either a local policy issue or a state legislative issue—educate your membership and embark upon an letter writing campaign
- Conduct a “workshop” for your membership on How to Write an Effective Letter to the Editor about an issue your club sees as important
- Voter Registration drives— target a local high school to include a voter registration form in their senior packets for graduation
- Invite your Democratic Party County Chair, your DWNC District Director to speak
- Ask to be included in the business portion of the Democratic Party County Convention and report on your club’s activities
- Book Club — choose a book on politics or whatever and read as a club — dedicate a meeting to discussion and play up on the theme for refreshments, publicity, etc.
- Candidate Recruitment — encourage your membership to run for office, become involved in county appointed boards
- Club History - rather than have a single club historian have all your members collect relevant pictures, newspaper articles, emails, newsletters, etc. throughout the year then dedicate one meeting to putting it all together — pair up members to be responsible for a page, provide materials to “scrapbook” your club’s history for the year

## Online Resources

Hint: use and explore the links listed on these websites for all sorts of information

- DWNC [www.democraticwomenofnc.org](http://www.democraticwomenofnc.org)
- National Federation of Democratic Women [www.nfdw.com](http://www.nfdw.com)
- North Carolina Democratic Party [www.ncdp.org](http://www.ncdp.org)
- Democratic Nation Committee [www.democrats.org/a/community/women/](http://www.democrats.org/a/community/women/)
- North Carolina General Assembly [www.ncga.state.nc.us](http://www.ncga.state.nc.us)
- North Carolina League of Municipalities [www.nclm.org](http://www.nclm.org)
- North Carolina Government [www.ncgov.com](http://www.ncgov.com)
- NC Secretary of State [www.secstate.state.nc.us](http://www.secstate.state.nc.us)
- League of Women Voters [www.lwv.org](http://www.lwv.org)
- NC Voter Education [www.ncvoterred.com](http://www.ncvoterred.com)

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