



Membership Committee
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TIPS FOR RECRUITING NEW MEMBERS

PREPARE

1. choose a team of at least 2 or 3 people for your membership campaign
2. set a goal for annual membership growth that is feasible for your chapter (10% net gain)
3. identify ways to recruit new members – chapter events, other organization's events, through media stories, social media sites and/or your chapter website, NSDAR Prospective Member Database, etc.;
4. include membership recruitment as a part of every chapter activity.

CAMPAIGN

1. be prepared to speak about the benefits of membership and have membership brochures available for both prospective members and chapter members (to give to their friends);
2. bring membership brochures to the events of other like-minded organizations;
3. always demonstrate your chapter hospitality to guests of your meetings – in many cases, guests and speakers become prospective members too!
4. publicize your meetings.

FOLLOW-UP

1. call prospective members and continue to invite them to chapter meetings and events;
2. add prospective members to chapter telephone/emailing lists and the PMD;
3. connect the prospective member with the chapter Registrar or volunteer genealogist committee chairman to ensure her application is in process.

