

Top 15 Ways to Attract New Members

1. Invite non-members to chapter meetings; that way they can see who we are and what we do. Plus, they will enjoy a great program.
2. Create a chapter brochure to distribute to prospective members; include titles of programs and chapter community projects.
3. Congratulate women educators on their accomplishments; include a Society brochure or your chapter brochure in your note of celebration.
4. Broaden your thinking as you consider new members: think outside the classroom.
5. Take time at a meeting to brainstorm ideas for new members.
6. Wear your keypin on a designated day – the first day of the month perhaps – and be prepared to describe the work of the Society.
7. Publicize the good work that your chapter does in the community; send a story and a photo to local media outlets.
8. Welcome local educators back to school, wish them a happy holiday, or communicate on other occasions; be sure to identify the Society in your good wishes.
9. If your chapter is involved in mentoring activities, invite these newer professionals to meetings. Though they are not eligible for membership yet, they will have good feelings toward the Society.
10. Invite more than one member to membership from the same educational environment; they will be more likely to join and remain members when they have a “partner.”
11. Host special meetings for meeting prospective members, such as a “Get to Know You Picnic,” a gathering at a local coffee shop, a short tea or brunch. Have Society literature, especially chapter-specific information available.
12. Follow the careers of your chapter’s grant recipients; they may return to your community as the newest educational professionals.
13. Don’t forget about members who may have had to discontinue membership for a time because of family or work responsibilities; invite them to reinstate.
14. Develop a chapter website to highlight your meetings and projects.
15. Organize and host a professional development day for all educators in your area; have Society literature available for interested women educators.