Membership & Member Engagement Resource Guide for Chapter Leaders

Mission: To connect and build women personally, professionally, and politically.

Vision: To empower women to use their voices to create positive change.

Finding New Members

***New members most often come from connections with current members! ***

- Partner with local employers, chambers, colleges, and women-owned businesses.
- Build a pipeline of scholarship/philanthropic support recipients.
- Table at local events/businesses or leave rack cards/NIKE/Communicator in shared spaces.
- Host bring-a-friend events and community service projects.
- Use social media member spotlights and success stories.
- Offer first-visit free attendance at a chapter meeting.
- Request names/contact info/business cards for potential new members from each current member.
  ⇒ Who inspires your members, and how can you get them to your chapter events?
- Offer incentives to current members who bring guests/refer new members.
- Implement plan to identify and personally connect with Guests at each meeting.

Engaging New Members

- Use a personal phone call or email to welcome them to the chapter.
- Assign a mentor or ambassador.
- Conduct a welcome call within two weeks.
- Check-ins at scheduled intervals throughout the first year.
- Identify their preferred method of communication (email, phone, text, mail)
- Assist new member in setting up website account and opting into communications immediately.

- Invite participation on a committee.
- Recognize new members publicly.
- Give a token of membership (ex: name tag, laminated member card, tea cup, etc.)

Engaging Seasoned Members

- Send personal email or call members who have been absent from multiple meetings.
- Create advanced leadership and advocacy opportunities.
- Invite experienced members to mentor others.
- Offer opportunities to showcase work/skills/hobbies at a chapter meeting.
- Recognize milestones and accomplishments.
- Post monthly “Member Spotlights” and success stories.
- Use member surveys to guide programming.
- Encourage submissions for NIKE and the Communicator.
- Send reminders when Membership Renewal is due.
- Reach out to Lapsed Members ONE TIME after their membership has lapsed.
- Provide opportunities to engage in goal-setting and resource identification for chapter.

Strategies for Rural Chapters

- Partner with neighboring chapters for shared events.
- Use hybrid meetings to overcome distance barriers.
- Focus on community visibility through participation in local events.
- Provide local high schools/colleges with scholarship information.
- Find a connection to the strong value(s) of the community.
- Leave resources in shared community spaces.
- Share events/information on socials (ex: in Facebook groups).

Strategies for Urban Chapters

- Offer networking events after work.
- Partner with professional associations/organizations.
- Offer professional development opportunities.
- Provide local high schools/colleges with scholarship information.
- Rotate meeting locations to accommodate members.
- Leave resources in shared community spaces.

- Raise awareness for philanthropic work.

Strategies for Suburban Chapters

- Schedule evening and weekend events.
- Collaborate with schools, libraries, and community groups.
- Provide local high schools/colleges with scholarship information.
- Raise awareness for philanthropic work.
- Blend professional development with social networking.
- Offer professional development opportunities.
- Find a connection to the strong value(s) of the community.

Building Leadership Succession

- Identify emerging leaders annually.
- Use committee vice-chair positions as leadership pipelines.
- Document chapter processes and calendars.
- Provide leadership training and succession planning discussions each year.

Annual Chapter Events

Chapters with regularly scheduled annual events are more likely to have engaged members and see membership growth.

- Each chapter should host the following events at least annually:
    - One fundraiser
    - One Annual Meeting
    - One Networking opportunity/Social event
- Examples of Events
    - Blood Drive
    - Trunk-or-Treat
    - Holiday Party
    - Food/Donation Drive
    - Health/Wellness Class
    - Voter Registration
    - Women of Distinction Recognition Event
    - Golf Outing
    - Fashion Show
    - Women-Owned Business Shopping Showcase
    - Career Fair/Resume Workshop

    - Happy Hour/Bartending for a Cause
    - Auction/Silent Auction/Basket Raffle
    - Bake Sale
    - Documentary Screening
    - Community Fair/Carnival
    - Trivia Night
    - Fun Run/5K
    - Community Clean Up

- Chapter Partnership Opportunities
    - Organizations to consider:
        - Other Women's Groups
        - Local Chambers of Commerce
        - Libraries
        - Community Centers
        - Fitness Studios
        - Salons
        - Businesses of Members
        - Colleges/Universities
        - Nonprofits
        - Healthcare systems