

## **Recruit Members**

- Use “Just Ask” program and button.
- Invite speakers at meetings to join your club.
- Invite friends, family, co-workers, church members, People who serve you etc. to join you at a meeting.
- Go to youth events and invite parents that are present at the event!
- Conduct an involvement fair.
- Hold NOW [New Members Welcome] dinner or event where members invite prospects.
- Advertise meetings on Facebook or local paper.
- Hand out Save the Date [Meetings] magnets to prospective members.
- Be warm, welcoming.

## **Engage Members**

- Match a new member’s passion with a committee.
- E-mail events to those who can’t attend meetings and ask for involvement.
- Use name tags to make new members more comfortable.
- Have socials, “getting to know you” events.
- Stress involvement provides experience!
- Make meetings fun!
- Make working on projects fun!
- Give new members creed cards.
- Collaborate with other clubs.
- Teach listening skills!
- Explain projects and events to new members

## **Maintain Members**

- Say the creed at meetings and keep it visible.
- Use the #30 and under program.
- Change up meeting times, topics and the organization
- Re-evaluate your club from time to time.
- Use a different location at times.
- Encourage “virtual attendance” at meetings.
- Show public appreciation for members.
- Mentor new members to help them engage.
- Keep dues reasonable, perhaps let members “work off” part of dues.
- Establish close personal relationships.
- Communicate!!!

- Use radio and local TV to showcase your club.
- Capitalize what new member will get out of being an Optimist, keep it personal and real.
- Get OI to begin a Discussion Board on membership.
- Honor community members then invite them to join.
- Be clear on what your club does.
- Give speakers Honorary membership and encourage them to join.
- Run each one reach one drive!
- Reach out to younger people.
- Offer a free meal when joining.
- Don't forget "Friends.."

- Go to District conferences to gain new ideas!
- Make every new member feel that there is something in them.

- Encourage everyone to "practice" the creed.

### **More on Recruiting!**

- Set up in front of a store for a few hours and pass out your info.
- Change how you "sell" your club, i.e. call yourselves Difference Makers or Friends of youth and not a service club.
- Create a brochure/application to give to parents or possible recruits.
- Spend time at playgrounds, pools etc. to talk to parents about your club...they may want to join.