

Engaging New Members:

Lisa Givan & Deb Peluso

Saturday 5/6, 4:15-5:15pm

Lisa and Deb focused on showing creative ways to attract and engage new members, pointing out that the NEED TO CONNECT is the starting point, making sure that the new person is not left out. The best time for people to get engaged is when they start, so you must involve them as soon as they join.

Seven steps of engaging new members

1. Call, do not email
2. Identify new members clearly
3. Host special orientation meetings/ coffee/ teas, mixers, etc. social times are as important as the work events.
4. Recognize new members at meetings
5. Send a quick survey to see their interests and then follow up
6. Mentor or have a buddy system
- 7 Focus on new member renewals.

League members generally fall into 3 personality categories. Each has specific characteristics & strengths:

1. *Do-Gooder* - Wants to help. They are interested in the mission and make good advocates.
2. *Networker*- Brings people together. They are constantly connecting the dots, know how to read people and know what people want to do. They are builders of community and can reach out to keep new members in the loop.
3. *Spotlight Seeker*- Create and share content. They like recognition and know how to get stuff done, perfect for a speakers bureau.