

2012 LWVUS: Attract New Members at Your League Events

There are plenty of opportunities at League events and in League publications to communicate the value of being a member of the League to potential new members. It may seem counter-intuitive to ask individuals to join the League at a Candidates Forum or other event, but it is an easy and effective way to attract new members to help your League make democracy work. Below are some suggestions about how to attract new members during election season and throughout the entire year. Use these techniques at your annual meeting, in your Voter, at a Hot Topics Luncheon. . . anytime! The more consistently and intentionally your League asks new members to join, the more effective your League will become at gaining new members and making an impact on your community.

IN PUBLICATIONS:

Use the following language in your League Voter, at the bottom of press releases, in fliers for League events, and other publications:

"The League of Women Voters is where hands-on work to safeguard democracy leads to civic improvement. Join LWV and be directly involved in shaping the important issues to keep our community strong, safe and vibrant. As an LWV member, you are a part of an organization where smart, active leaders work to create change in their communities. To join us please visit: PROVIDE YOUR LEAGUE'S CONTACT INFO/WEBSITE HERE"

This language will remind potential members that they are invited and welcome to join the League.

Your League can even use this text as a membership ad in your Voter's Guide. However, in a Voter's Guide this must be paid for with your League's operating funds; NOT education fund monies.

AT A CANDIDATES' FORUM:

From the podium, the moderator can include the following message in his/her opening remarks –

"The League of Women Voters is a trusted, nonpartisan political organization. Our members do the hands-on work to safeguard democracy. While we never endorse a candidate, we are directly involved in shaping the important issues to keep our community strong. As an LWV member, I have the opportunity to contribute in a leadership role (such as this one) that has a great impact on local, state and even national issues. If you are interested in learning about how you can make a similar impact, I would encourage you to pick up some of the League's information available here tonight or visit our web site at XXX."

AT AN ISSUES FORUM:

From the podium, the moderator could include the following message in his/her opening remarks –

“The League of Women Voters is a trusted, nonpartisan political organization. Our members do the hands-on work that safeguard democracy and lead to civic improvement. As an LWV member, I have the opportunity to contribute in a leadership role (such as this one) that has a great impact on local, state and even national issues. If you are interested in learning about how you can make a similar impact, I would encourage you to pick up some of the League’s information available here tonight or visit our web site at XXX.”

AT ANY EVENT:

Remember to make it easy for an individual to join! Use the following techniques to attract new members at any and every League event.

- Have League materials (such as membership brochures and copies of the Voter) available.
- Wear a League button and prominently display the League logo on podium signs, etc. to remind attendees that the League is hosting the event.
- Engage individuals with your own personal League success story.
- Have membership ambassadors at the doors greeting attendees and letting them know they can join the League.
- Ask individuals to sign a sign-in sheet, providing their name, phone number, and email address. After the event, follow-up with non-members to see if they enjoyed the event and if they'd like to join the League. Let them know about upcoming events to attend, too. If they aren't ready to join the League now, they still may join later.
- Most importantly, make sure you remember to ASK people to join the League.

All Leagues have the opportunity to increase membership during election season and all year long because the League is the organization where hands-on work to safeguard democracy leads to civic improvement.