



Chapter “We Care” Program

These are suggestions to improve chapter recruitment and retention.

Welcome New Members

Always welcome new members.

- Send a welcoming letter to new members
- Publish their names in newsletters
- Call new members to introduce yourself and invite them to the next meeting
- Orient them into the chapter
- Support them and help them network with others

Encourage Member Involvement

- When there is a task to be done ask **everyone** if they would like to help
- Ask if they know someone who would be interested in helping
- Call them personally. People are more willing to get involved if they feel like you want them to help

Achievement and Recognition

- Recognize people on the chapter level for their years of service
- Always recognize those who go above and beyond
- Recognize member’s families and get to know them

Resources

- Let all members know that the chapter itself is a resource to them
- Remind members that the Society office provides support for member services and chapter services
- Be a resource from time to time
- Start a chapter directory

Send Invitations

- Send a nice invitation from **the chapter** to its members inviting them to events such as the annual convention along with registration information.

Make All Members Feel Welcomed

- No one wants to be with people when they do not feel comfortable around them. Make sure everyone feels welcomed at your meetings. Try to encourage input and involvement without being too pushy.

Survey

- A survey can help you determine what direction your chapter needs to go in. The input of all members will help your chapter grow.

Educate members on events and chapter business

- Make sure that you have updated addresses and phone numbers for members. Make sure that they are receiving newsletters and correspondence from the chapter. If you see them in person, ask them what they thought of the last one put out.

Give them a reason to become involved

- Try to personalize events and chapter activities to fit the needs of more member, not just a core group.

Involve in decision making

- Make every member feel like they are part of the decision making process. Always ask for input and suggestion from those who are not regular attendees as well as from those who are.

Use their skills

- Find out what they like to do and what they do well. An asset to your chapter may be a member who thrives on community service oriented programs. Utilize their gifts.

Value their contribution

- Always value the work and effort of each member. Always say thank you, send a note, recognize them at meetings and mention them in chapter newsletters.

Giving meaningful jobs

- Find out there interests. Give members meaningful jobs to do so that they will feel involved. Always send a thank you note from the chapter.

Notification of Moving

- Tell members to send you a notification of moving. If a member is moving from your chapter, send them a farewell letter and ask them to fill out a resigning survey. Let the chapter area that they are moving to know that this individual may want to be in their chapter. Maybe they will do the same for you.