



Minnesota Women of Today

10 Minute Orientation Series: Membership Growth, ROAR

What is Roar?

R: recruitment O: orientation A: activation R: retention

ROAR is the first step to a successful and sustainable chapter. As an organization we continually need new input and ideas to move forward. To support growth and leadership within we need to take the time to orientate members on our organization. Involvement starts with communication and reaching out to include all members. And members who are included and mentored stay and pass on their gifts to others.

Recruitment: New members bring in new ideas, more hands to support chapter projects, and future leaders of your chapter. Get out into your community? Look for new members outside of your chapter circle. Post the information on Facebook, your local newspaper, online neighborhood groups, and bulletins at your places of worship. For all public events, have a printout of upcoming events a perspective member could attend and remember to get their name and email/phone number.

Orientation: As an organization we have many acronyms and nuances that are intimidating to our new members. Support your newest members by holding a membership orientation. An editable template that supports your local chapter level has been created by MNWT. Existing members can also benefit from a full chapter orientation. Mini Orientations like this one are a valuable tool to share information on specific topics in a short five-to-ten-minute training. You never know what information might catch someone's attention and spark their motivation to be active in a new way!

Activation: It takes time to activate members. More outgoing members may jump right in, but most take six to eighteen months to really get into the rhythm of your chapter. What can you do to help them? Activation is for existing members as well. Sometimes we become inactive due to scheduling and time constraints concerning family, work, school. As time goes by the lack of personal connection within the chapter will leave a member out of the loop and no longer connected.

- ✓ Take time to share the who, what, why, and when in your communications. Not everyone attends your meetings. Not everyone will read the newsletter. How do you best reach everyone?
- ✓ Offer to mentor, co-chair and/or support another member who has an idea, but has never lead a project before.
- ✓ If you don't see a member for more than 60 days, check in with them. A simple phone call saying how are you, do you want to go for coffee or a ride to the next meeting is a great way to start. Let them know they are missed.

Retention: Members are the heart of our chapters. Make the time to focus on appreciating current members for the gifts they offer you and your community. It only takes a few hours each trimester to make a difference in your chapter's energy, membership involvement, and community imprint.

- ✓ Do not let asking for membership dues be the first or only personal contact you have with members.
- ✓ Highlight different members each month in your chapter newsletter. Share a word of thanks, praise, congratulations, or even a "we missed you at ".
- ✓ Hold a member only social (chapter social) a minimum of once per trimester. Send personal invitations. Have a game night, movie night, dinner out, or any other activity your chapter members would enjoy.

"Friends are the family you choose." —Jess C. Scott

How to Handle Trimester Dues

- The dues billings will be emailed to your official chapter email once per trimester (June, October, and February).
- Contact all the members in your chapter up for renewal and ask them to renew. Do not assume a member is not going to renew. Keep calling them until you talk to them and not their voice mail.
- Your chapter should return the dues billing to the chapter service center along with a check for members' dues postmarked by the trimesters due date (August 15th, December 15th, and April 15th). If your chapter does not have anyone renewing, your chapter still needs to send the billing in marked no renewals.

Early Bird Renewals

Take the pressure off collecting dues at the last minute and send in as many of your trimester's renewals as possible by the early bird deadline, postmarked by July 15th (1st tri.), Nov. 15th (2nd Tri.), and March 15th (3rd Tri.). Chapters who end the trimester with 75% early bird renewals will receive recognition each trimester. When you are having a difficult year with membership this recognition is a nice thing to celebrate at a chapter level.

How does a chapter get Early Bird Recognition? A chapter qualifies for Early Bird Recognition when 75% of their overall total renewals for the trimester are submitted to the CSC by the early bird deadline. Example: 10 members are due. 6 early bird renewals were sent in. 2 more were sent in by the end of the trimester. 2 members dropped. 6 early birds divided by 8 total renewals equals 75% early bird renewals.

Chapter Growth Plan Activity

Every chapter should create a new growth plan each year. Having this visual for your chapter is an excellent way to stay focused on the overall health of your chapter in a non-intimidating way. A chapter with growth equals new ideas, enthusiasm, and even more hands to help support your local community. The Official MNWT form can be found [here](#) or use the information below.

Step 1: Enter your May base _____ (# of members on your chapter roster at the beginning of May).

Step 2: Plan your chapter's growth (ability to better serve your community and reduce chapter fatigue) by entering the total number of members you would like to have at the end of the year by adding a minimum of 1 to the total number of current members on your chapter roster May Base (from step 1). _____

Step 3: Look at your chapter roster and count the number of members due each trimester and enter below. These three numbers should add up to equal your May Base (from step 1).

1st Tri. _____ 2nd Tri. _____ 3rd Tri. _____

Step 4: Consider how many members will be renewing each trimester and enter below. Active members with a vested interest in fellowship and helping within your community will want to renew. 1st Tri. _____ 2nd Tri. _____ 3rd Tri. _____

Step 5: Add all three numbers from step 4. _____

Step 6: Subtract step 5 from step 2. _____ This is the number of new members you will need to achieve the ideal growth stated in step 2 this year.

For support with Membership Growth please contact the MNWT MVP, mvp@mnwt.org.