

**MINNESOTA  
WOMEN OF TODAY  
TRIMESTER 2 WEBINAR  
OCTOBER 27, 2021**

**ACTIVATION 101**

# ACTIVATING NEW MEMBERS

**WHAT TO DO WITH NEW  
MEMBERS ONCE THEY JOIN?**

# WHO IS RESPONSIBLE FOR BRINGING NEW MEMBERS ON BOARD?

- A) The Chapter President
- B) The Chapter Membership VP
- C) Any member
- D) All of the above

It usually falls on the chapter Membership VP, but any one can help with activating new members.



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# THE FIRST CRUCIAL STEPS IN ACTIVATION:

- ▶ A) Have a discussion with the new member regarding information from the application
  - ▶ 1) Why did the new member join?
    - ▶ a) Is she looking for friends, a social outlet?
    - ▶ b) Is she looking for opportunities for volunteering in the community?
    - ▶ c) Is she looking for leadership opportunities?

# THE FIRST CRUCIAL STEPS IN ACTIVATION (continued):

2) What kind of projects/events are of interest to the new member?

a) Has she been involved in non-profit organizations in the past that she would like to introduce to the chapter?

b) What are her interests—i.e., youth, women's wellness, our Priority Area, food shelves, domestic violence awareness, craft fairs, reading, homelessness, etc.?

## THE FIRST CRUCIAL STEPS IN ACTIVATION (continued):

3) Introduce the new member at a general meeting

a) Explain to the new member that she does not have to feel obligated to participate in everything, only what her schedule, her time allows

b) Invite the new member to sign up for an event or project

c) Have a buddy system, pairing a new member with a seasoned member

# THE SECOND CRUCIAL STEP IN ACTIVATION:

## B) Orientation

- 1) Make it brief—30 to 60 minutes in length
- 2) Offer it once a trimester
- 3) Do a followup orientation after 3 months to answer questions OR
- 4) Do mini-orientations at general meetings for all members



# STEP CERTIFICATION

- 1) Using STEP (Success Through Enthusiastic Participation) increases the new member's knowledge of Women of Today and increases level of engagement
- 2) STEP I should be completed within the first 120 days of joining
- 3) STEP II should be completed within the first 12 months of joining

## STEP I Certification:

<https://www.emailmeform.com/builder/form/42e4n20e0c1q2rv>

## STEP II Certification:

<https://www.emailmeform.com/builder/form/yg0Axe5X0zUw9kfji9b8>

Are you tracking participation of members in your chapter?

Are your new members getting involved?

Are there members you have not seen for awhile?

1) Do you reach out to members who have been absent for 2-3 months?

2) Do you reach out by phone call or email—add a personal touch. Call or send a card.

# Tracking participation of members (continued)

Are there members that volunteer for just about every event?

- 1) Thank them for their participation but caution of participating too much because you do not want them to “burn out.”
- 2) Invite other members to volunteer, co-chair projects/events

# Are you periodically re-evaluating the projects/events in which your chapter is involved?

- When a member decides to chair or co-chair a project, encourage them to do it differently, to add their own flavor. It does not necessarily have to be done the same way year after year because “that is how it has always been done.”

Keep members more involved by asking questions and involving them in decisions—

- 1) Do projects need a facelift?
- 2) Are projects currently being done still of value to the community?
- 3) Is there still interest in a project?
- 4) Has the purpose of the project expired or served its usefulness?
- 5) Ask members for new ideas. If members are invested, they will be more engaged.

# KEEP NEW MEMBERS INVOLVED BY

- 1) Allowing them to grow as leaders
- 2) Fostering growth of their individual talents
- 3) Creating lasting friendships

“

It was not what I was expecting. It did not click for me.

”

A member not engaged will most likely not renew her membership.



# LET'S RECAP---

- ▶ To-do Checklist, within 30 days:
  - Discuss with the new member her WHY
  - Ask her if she has special talents/skills that the chapter could benefit from
  - Ask the new member what her goals might be for joining
  - Ask the new member for ideas she has for projects/socials
  - Formally introduce the new member at next chapter meeting, stating some of the above things in your intro

## To-Do Checklist, within 60 days:

- Encourage the new member to sign up for an event or project. Emphasize that there might be a lot to do but that she does not have to be involved in a certain number of projects or events to be a member; that she should choose at what level she wants to be involved according to her schedule
- Conduct orientation
- Pair up new member with seasoned member

## To-Do Checklist, 60-120 days--

- Is new member involved (coming to meetings, participating in projects/socials)
- If new member misses more than one meeting, check in with her
- Regroup and ask if she has questions about things discussed at orientation
- Offer free registration and transportation for upcoming district meeting

WHAT STEPS DOES YOUR CHAPTER TAKE  
TO GET NEW MEMBERS ACTIVATED?

ANY QUESTIONS OR  
ANYTHING TO ADD?