

Building Your Group's Membership Base

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Members!

Insert photo of your group here

Why do you need members?

They help build up your group's:

- **Volunteer base**
- **Talents, abilities and skills**
 - **Funding base**
 - **Future leaders**
- **Community clout**

Can you suggest other reasons why
'Members R Good'?

Brainstorm!



Let's hear from the folks in this room.

Tell us about yourselves and your groups.

What do you hope to learn here today?

Goals for the next hour-plus:

Share experiences, successes, and challenges of trying to build a strong membership program in a watershed group.

Share real-world, in-KY [your state] examples of how to attract members.

We often attract new members at public events, such as creek cleanups.

But how do we get them to come back?

Insert photo of creek cleanup, other public event

The Leadership Mountain

Turning one-time helpers into long-time leaders

Homework:

Note your group's current numbers at each level.

Set goals for next year.

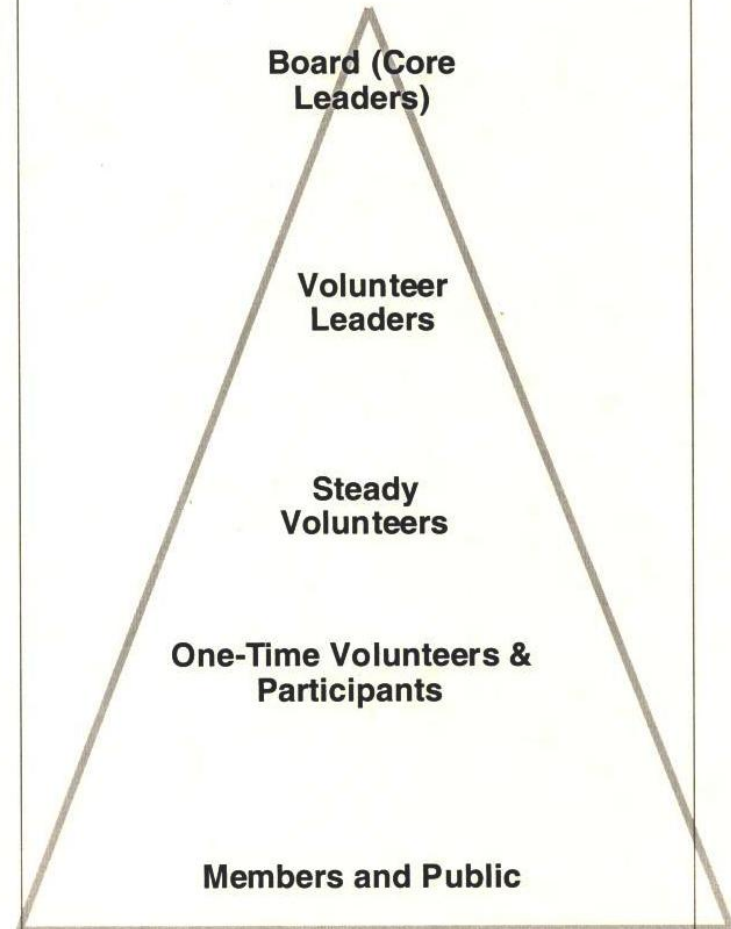
Leadership Mountain - setting goals

Case Study:

Your Organization

Before After

Now Goal



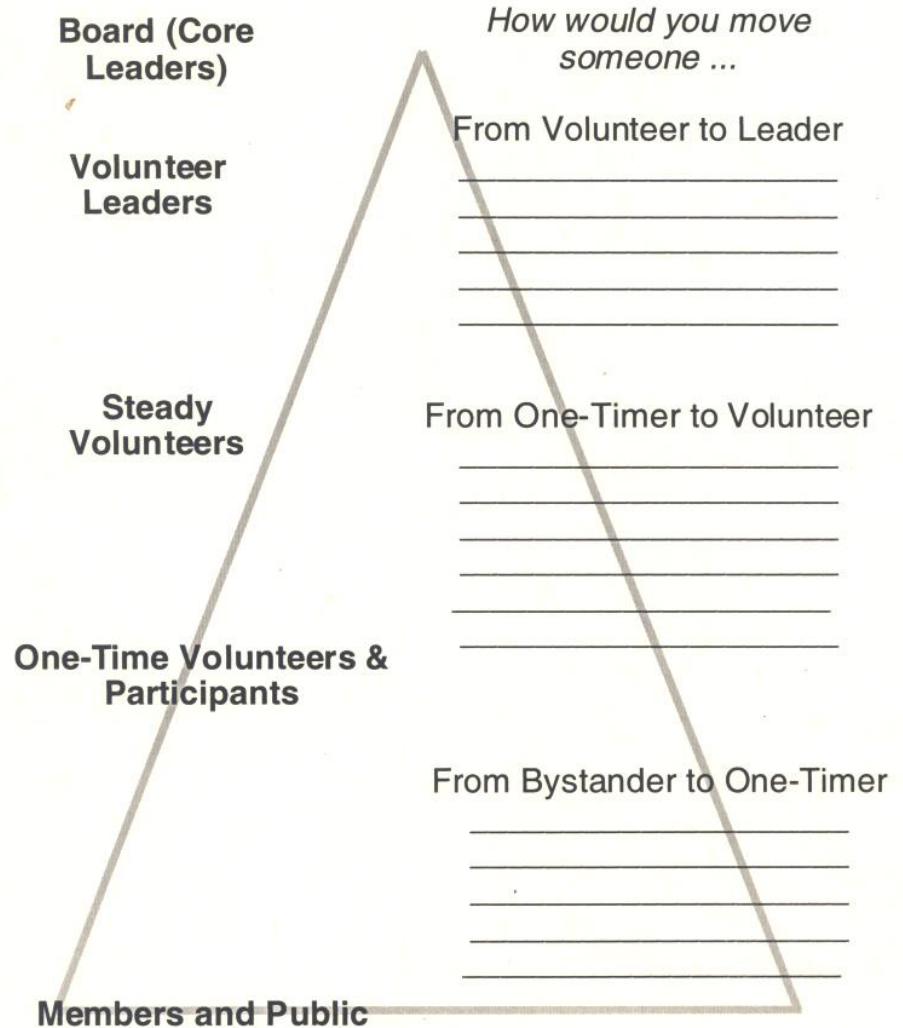
How do we encourage people to climb?

**What does your group do now?
Brainstorm!
Share!**



Homework: Leadership development sheet

Leadership Mountain - how to get people to climb



Planning a campaign

A public campaign in pursuit of your goals can strengthen your organization.

- helps your organization grow
- brings in new expert/technical help
- develops new skills for long-time members
- brings in new members with new skills
- Helps/forces old and new members to
 - become leaders

Campaign Planning Chart

<i>Goals</i>	<i>Actors</i>	<i>Tactics</i>	<i>Activities</i>	<i>Resources</i>
<p>Campaign Goals: Long-term, compelling vision</p> <p>Goal for this campaign? What is a victory?</p> <p>Short-term objectives along the way that you win and clearly advance you to your goal.</p> <ul style="list-style-type: none"> • • • <p>(Don't forget to celebrate each short-term victory!)</p> <p>Organizational: How should the campaign strengthen you?</p> <ul style="list-style-type: none"> • Additional members: _____ • Additional volunteers: _____ • Additional leaders: _____ • Additional money: _____ 	<p>1. Decision-Maker – A person(s) who has the power to give you what you want. Each short-term objective may have a different target.</p> <ul style="list-style-type: none"> • What do they care about? (Power-mapping.) <p>2. Influencers: People who have influence over your targets.</p> <ul style="list-style-type: none"> • What do they care about? <p>Your Allies:</p> <ul style="list-style-type: none"> • Who are they? • Whose problem is it? • What do they gain? • What risks do they take? • What power do they have? <p>Undecideds & Unknowns (Some of these may be key.)</p> <p>Opponents:</p> <ul style="list-style-type: none"> • Who are they? • What will they lose? • What power do they have? 	<p>For each target, list tactics that will move them to give you what you want.</p> <p>Tactics must:</p> <ul style="list-style-type: none"> • connect to what the target cares about; • suit the situation or social context; • make sense to your constituents. <p>Tactics include:</p> <ul style="list-style-type: none"> • personal visits; • letters; • media work; • public hearings; • lobbying elected officials; • raising public support; • raising money toward the goal; • etc... 	<p>For each tactic, list activities which help you implement your tactic <i>and also achieve your organizational goals.</i></p> <p>1. Activities that allow you to develop and assess new leaders.</p> <ul style="list-style-type: none"> • Provide training • Allow for evaluation • Give recognition • <i>Repeatable</i> <p>2. Activities for volunteers.</p> <ul style="list-style-type: none"> • Provide training • Provide recognition • Related to mission • Satisfying • <i>Repeatable</i> <p>3. Activities for first-time participants.</p> <ul style="list-style-type: none"> • Fun • Mission-related • <i>Repeatable</i> <p>4. Activities that raise funds. (If you're trying to save the environment, don't forget to include fun outdoor nature activities.)</p>	<p>For each activity, what financial and human resources do you need?</p> <p>Budget for this campaign?</p> <ul style="list-style-type: none"> • staff (FTEs) _____ • leaders & activists (FTEs) • travel _____ • events _____ • media _____ • office & equipment • other _____ • overhead <p>Resources available</p> <ul style="list-style-type: none"> • money • staff • facilities • volunteers, etc.

This chart is based on the campaign planning model found in *Organizing for Social Change*, Kim Bob, Jackie Kendall, Steve Max, www.midwestacademy.org. This version was modified by the Institute for Conservation Leadership, Trout Unlimited and others.

Campaign Planning Chart – Worksheet

(Fill out one campaign chart for each *phase* of the campaign; a phase is a step or series of steps in which the decision-maker remains the same. When the decision-maker changes, your tactics, etc., will probably also change.)

<i>Goals</i>	<i>Actors</i>	<i>Tactics</i>	<i>Activities</i>	<i>Resources</i>	<i>Deadlines</i>
<p>Campaign Goals: Long-term goals (vision)</p> <p>Intermediate goals for this campaign.</p> <p>Short-term objectives or partial victories:</p> <p>Organizational Goals:</p> <ul style="list-style-type: none"> • Additional members: _____ • Additional volunteers: _____ • Additional leaders: _____ • Additional money: _____ 	<p>1. Decision-Maker</p> <p>2. Influencers:</p> <p>Your Allies:</p> <p>Undecideds & Unknowns</p> <p>Opponents:</p>	<p>For each target, list tactics.</p>	<p>For each tactic, list activities</p>		

Insert local campaign info:
Name, goals, mission, and photo.

Insert photo of
area covered by
your campaign

Map of area
covered by
campaign

Show campaign worksheet filled out
for your campaign.

Insert photo of campaign
effort

A successful campaign adds
new members and allies for
[your organization] and other
groups, and improves public
education.

Tools for membership recruitment & growth

- Creek cleanups, pesticide jug collection
- Celebrations of history and heritage
- Newspaper articles that inform and invite the public to meetings in a relaxed setting
- A simple mailing list can lead to a one-page newsletter (both mailed and emailed)
- Creek-community calendar (fancier!)
- Web sites, brochures, bumperstickers (yes and no)

Insert photos to illustrate events and activities from previous slide.

Tools for leadership mountain climbing

- Give presentations on issues for the public
- Hold trainings, get long-term commitment
- Recruit experts, tech, scientific advisers to help
- Present comments at hearings, submit to agencies, follow up (and refuse to go away!)
- Get help for grant development & writing process
- Lobby the public and your leaders to inform them about your issues and concerns

Insert photos to illustrate events and activities from previous slide.

Thank you.

