

LOCAL LEAGUE MEMBERSHIP IDEAS

During the month of March 2023, local leagues organized into regions to discuss similar concerns and possible solutions. Below is a summary of those discussions.

Take Aways:

- **Ask, stay in touch, connect on a personal level**
- **Promote membership all the time, everywhere, by everyone**
- **Achieve diversity in membership**
- **Invest in members to develop leaders**

Recruit: Be a People Person

- Recruitment is every member's job. Bring a friend to programs and events. Keep a membership brochure in your pocket. Print and then carry LWV business cards to distribute.
- Publicize league events as open to the public. Invite nonmembers to attend. Reach out to similar organizations.
- Begin and end each event by explaining what the league is and with a "pitch" to join.
- Feature dynamic speakers at events. Keep the topics "hot," interesting, and/or with a local perspective on a national issue. Stay on top of local issues that concern your community. Examples: banning books, environmental concerns
- Combine education events with social fun. Connect with those attending. Everyone who attends is a potential member.
- When possible, have an informational table at events staffed with members. Stock with flyers of future events, league brochures, and membership information. Keep it simple.
- Book clubs and "League Reads" are popular as are "Lunch and Learn" programs.
- Collect contact information from attendees at events and follow up. A personal approach works best.
- Invite potential members to planning meetings; let them experience how the League works.
- Be visible; stay in the public eye with articles in local press and social media. Local media needs content and welcome articles.
- Collaborate. Partner with organizations that may not be the usual suspects, like PTAs, Girl Scouts, schools/teachers, and libraries. They can provide good meeting venues as well.
- Invite Students Inside Albany (SIA) students and their parents to events. Ask the SIA student to make a short presentation about their experience with this program. Offer free one year membership to SIA students, their teachers, and maybe even parents.
- Plan programs and events in schools. Network with honor societies. Get contact information of students and teachers and follow up by inviting them to join and volunteer.

Engage: Be A Persistent Person

- It pays to be persistent. Keep asking family, friends, colleagues to join the League.
- Find opportunities to reconnect with members who haven't been active.
- Ask new and unengaged members to staff a voter registration table with a more experienced member.
- Involve members in exciting and interesting events, candidate forums, and new citizens swearing in events. Allow them to partner or shadow an experienced member until they are confident to go it alone. This way the new member can learn the job as a team member.
- Connect the members with other enthusiastic members. Enthusiasm is contagious.
- Hold open board meetings for all members.
- Invest in members by sending new members with experienced members to the LWV convention.
- Get to know members, their interests, and skills. Match the League's needs with the members' interests.
- Members want to be needed, supported, and involved. Keep trying.
- Tell the nominating committee what talents and skills are needed in candidates.
- **And always ask.**

For additional ideas check out [Membership and Leadership Resources](#) on the LWVNYS website.