

# Recruiting New Members...

## --And Keeping Them Once They Are In!

Publicize, publicize, publicize. People won't join the association or participate in its meetings and events if they don't know what is going on. Here are some tips on promoting general neighborhood awareness.

- Use all neighborhood events as opportunities to introduce the neighborhood association and encourage people to join.
- Plan activities well in advance – consider a yearly calendar of events.
- Keep events open to the whole neighborhood, not just “members” who have paid their dues.
  - Some activities need to be limited to paid members – such as voting on officers or being a neighborhood officer – but keep neighborhood activities open to as many people as possible and encourage everyone to join the association so they will have a voice in association planning.
- Always have membership applications available for people to join at your meetings and events.
- Incentives for joining.
  - Have a drawing at each meeting open to all paid members who are present at the meeting.
  - Have a contest to see who can get the most new members during a membership drive.
- Start a newsletter and/or website.
  - Be sure to include information on how to join the association and a membership coupon in every newsletter.
  - Post information about joining the Association on your website.
- Let people know how you are doing. What is the rate of membership participation in the neighborhood? How many new members joined at the membership drive? People who haven't joined may be encouraged to do so when they see that 60% of their neighbors are involved.
- Put up fliers at local businesses.
- Set up a welcome committee to greet all new neighbors. Create a “welcome packet” of neighborhood information and coupons to local businesses to help them get settled.
- Hand out or mail annual membership requests. Be sure to let your neighbors know what the Association has accomplished in the past year and what they hope to do in the coming year.
- Talk to lapsed members and encourage them to rejoin the neighborhood.
- Delegate responsibilities. The more committees (within reason) the more opportunities to get people involved in neighborhood projects.
- Offer a year's membership as a prize to the yard of the month or home with the best holiday displays.
- Consider holding fewer meetings. Membership could meet quarterly instead of monthly.

Remember cultivating new members is an ongoing activity. Be creative and use every opportunity to let your neighbors know that their participation is welcome and encouraged.



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