Capital Region Workshop Notes
Engaging New Members

- Recruitment
- Attractive Meetings
  - Always have sign up with interest levels
- Meet ups (in addition to regular programs)
  - Get to know each other
  - Different things each meet up
  - Film, conversation, socialization
  - Have a free, regular space
  - Taking time to get to know people
  - Opportunity to use meetup.org
  - Build relationships
  - Saratoga LWV has a book club that is not just for members
- Communication is key
  - What do members want to do?
  - Make people feel valued
  - Keep track of people
- HAVE FUN!
- Local Observer Core
  - Saratoga – Starting up again, more action now on all levels (school board county)
  - Albany – 1 person right now, need more people to volunteer
  - Have a meeting to share what happened
  - Bulletin on action taking place locally
  - Mid-Hudson – when something big is coming up 5-6 League people will show up
    - Fight over the meetings being televised
    - In areas where it is televised ask someone to watch on tv
- Partnerships
- Ask orgs to co-sponsor events
  - Agriculture orgs – Farm Bureau
  - Chamber of Commerce
  - NAACP
  - Sierra Club
  - PEF
  - NYSUT (and other Unions)
  - Immigration groups
  - Women’s Press Club
  - SUNY/Community Colleges
  - Historical Association
  - Women’s Groups
- How to Get People to Join
  - Sign up sheet at all meetings
  - Make table obvious
  - Membership brochures
  - Having greets
  - Honorary membership to leader of group
  - Force people to take materials. Don’t let the table be a barrier
  - Social Media
    - Like your own even
    - Share events
    - Mark youre “going” to event or “interested”
  - Bus to women’s march from Saratoga LWV
    - Opened it to non-members
    - Got several new memberships
  - Post Cards writing party
    - Broad issues
    - Letter writing
    - Meet up idea
  - Give people a small job

Don’t forget to MAKE IT FUN!