

ELEMENTS OF MEMBERSHIP DEVELOPMENT

Prospecting

1. An ongoing process should be used continuously to compile prospective member names.
2. The prospective database should be maintained.

Recruiting

1. This is a continuous process requiring a wide range of diverse tactics that maximize your resources.
2. Set a new member goal.
3. A prospect's decision to join the organization is influenced greatly by the impression of our Chapters.

Orienting

1. Members need guidance on how to fulfill their initial expectation for joining.
2. Information should be extended and targeted to reflect members' needs.
3. Current members should be encouraged to play an active part in orienting new members.
4. Orientation sessions to cover information the members need.

Involving

1. Member involvement generates a member's perceived value for the Order.
2. Member involvement provides the opportunity to capitalize on the members' skills, talents, and expertise.
3. The Chapters need to create an environment that invites involvement.

Renewing

1. Members need to be reminded of the value of their membership.
2. Messages delivered to members during the renewing stage are as important as messages delivered during the recruiting stage.

SPECIFIC IDEAS FOR BUILDING MEMBERSHIP

1. Create a holiday invitation (St. Pat's, Halloween, Thanksgiving, spring, etc.) and ask each member to hand out invitations to friends and co-workers. Plan your agenda around a holiday theme. Invite inactive members.
2. Ask your Chamber of Commerce to list your meeting information in their newsletter.
3. Use videos at a specially designed membership meeting.
4. Listen to your guest talk about their interests and reasons for visiting the chapter. Then match them up with an Eastern Star member who has similar interests. Ask them to join.
5. Have an occasional social meeting to recognize the family and co-workers of your Eastern Star members. Remember it is the support of these people who help enable the chapter member's participation. It's nice to include them once in awhile. (NOTE: This is often done successfully around a holiday or other special event.)
6. Make your meetings fun. People will want to invite guests to share in the fun.
7. Send out press releases on all your activities. Don't be discouraged if it takes awhile to be noticed. (NOTE: Small community newspapers are likely to give you the best coverage.)
8. Send personal notes to members that you haven't seen in awhile. Let them know that you've missed them and are anxious to have them back.
9. Keep in touch with absentee members by sending out a review of each meeting by email.
10. Buy a classified ad in your local paper.
11. Have chapter business cards made with your meeting date, location, time and a contact number. Pass them out everywhere.

12. Develop a mentor program. This will help encourage new members to keep involved with the program, and will help long term members renew their enthusiasm.
13. Have a procedure to follow up on new member leads.
14. Wear your Eastern Star pin on a regular basis, not just at Eastern Star meetings.
15. Ask your guests for feedback after a meeting. Then listen to what they liked and didn't like. Make changes as appropriate.
16. If a guest visits your chapter, but the meeting time or location doesn't work out for them, make sure you refer them to another chapter.
17. If a member announces that they will be moving, or have accepted a new position that doesn't allow them to continue with chapter meetings, have a going away gift for them – a list of the Eastern Star chapters that meet where they will live or work. Let them know that they can transfer their membership.
18. Challenge another chapter to a membership contest. Loser buys pizza for the winning chapter.
19. Read your Eastern Star Journal. There are good membership ideas in it.
20. If you have a strong chapter, consider being a "big sister" to a struggling chapter. Help out with speakers, fundraisers, and just being a sideliner.
21. Plan a line officer meeting and brainstorm for ideas about how to reach prospective members.
22. Talk to other chapters about how they prospect for members.
23. Celebrate your charter date annually.
24. Be active in your community. This puts you in touch with other people who may be interested in Eastern Star.
25. If you will be traveling, for business or pleasure, look for chapters in the area where you will be. Visit the chapter and see how they look for new members. Sometimes we all get in a rut and it's good to see what other chapters are doing.
26. If you are experiencing membership problems, make sure you don't discuss them when you have a guest visiting. No one wants to join a chapter that has problems.
27. Be nice to your guests. Sometime we focus too much on getting someone to sign a petition, and forget basic courtesy.
28. Membership is the responsibility of every Eastern Star member.
29. Have a recognition meeting to acknowledge all members who have sponsored a new member.
30. Take a look in the mirror. Do you smile enough? Guests want to see a smiling face welcoming them to a meeting.
31. Tell your friends how much fun you have belonging to Eastern Star.
32. Ask a state officer to come to a membership building meeting and give an inspirational address.
33. Have a secret pal program within your chapter. Outside of meeting times, the secret pal will send encouraging notes, ideas, etc. to the person who is their secret pal. Reveal after six months. Keeps people coming to meetings as they try to figure out who is their secret pal.
34. Does your chapter stop meeting during the summer months or winter months? Continue on instead. Even though attendance may be low, you can keep your momentum going instead of stopping and then trying to build back up all over again. Have a social event during the recess months.
35. Meet semi-monthly instead of monthly.
36. Even if there is low attendance at a meeting, still have the meeting. Continuity matters. Don't give up hope. There are lots of success stories about 3-4 people showing up for meeting after meeting. Keep doing that, and you can turn things around.
37. Don't let internal strife destroy your chapter. Address your problem, resolve it, and move on.
38. Make a list of the best things about your chapter. You now have a list of selling points to use when recruiting new members.
39. Stay on time. Nobody wants to go to meetings that start late.
40. If you have children over 18, remember that they can join Eastern Star.
41. Buy an Eastern Star T-shirt. Wear it when you work out, exercise, to the grocery store. Be prepared to answer questions.

42. At all areas within the state have workshops on how to start a new chapter.
43. Award pins for recruiting a particular number of members.
44. Build membership, and retain current members, by having an excellent product: dynamic meetings.
45. Once a quarter have a "guest night." Each member should bring at least one guest.
46. Form a Guest Committee. Ensure that every guest receives a follow up call and/or note. Be sure to invite the guest to come to another meeting.
47. Enhance membership retention by ensuring that every member is a stakeholder in the success of the chapter. Put every member on a committee, and make sure that they have a specific job to do. There are many benefits to this besides membership retention, including an opportunity for leadership experience.
48. Build morale internally within your chapter. Thank and praise your members for a job well done or an outstanding performance. A few kind words can keep members coming back for more.
49. Share pride in the accomplishments of your members. Celebrate the success of reaching a goal. Make the chapter a place that members want to come to share the successes outside of Eastern Star as well.
50. Read the Starburst. Submit articles about your Chapter's membership events.
51. If a member has missed a couple of meetings, have someone drop them a note or email. Even if you know why the member is gone (out of town, vacation, work commitment, etc.) the note may serve as a reminder that they are missed at the chapter and the chapter is anxious for them to return.
52. Treat all guests warmly and make sure they are introduced to chapter officers and members.
53. Make sure that all members wear name tags, and have them available for guests as well. Don't make people guess at remembering names. Be sure to use your guests name when talking with them.
54. Assign a mentor for the new member. Make sure that the mentor can help keep the member motivated about coming to meetings and committed to their Eastern Star membership.
55. Consider scheduling a social event that can showcase what Eastern Star can offer. Make sure you follow up on all new member leads.
56. Create a newsletter. Make sure it is sent to all members. If a member has been away for awhile, it may help to remind them of all the excitement that they are missing.
57. Place an ad in local church newsletters or programs for community events/fundraisers.
58. Post flyers on community bulletin boards for events/fundraisers.
59. List the chapter with the Chamber of Commerce.
60. Have a guest evening that is totally devoted to guests. Have a speaker explain what Eastern Star is all about, how much it costs, meeting frequency and time, etc. Every member must bring a minimum of one guest. Advertise in local newspapers.
61. Break down your annual goal for new members into a monthly goal. It will seem much easier to meet that way.
62. Have a greeter at your meeting to make sure everyone is warm and welcoming to members and guests.