

# How to recruit new members

From The CLEAR GUIDE v1, written by Les Robinson for Mission Australia March 2009

www.enablingchange.com.au

Recruiting new members is about having something special that grabs their attention and connects to their needs.

Once they arrive, welcome them, have a conversation about their interests and get their contact details. If they think that your meeting is interesting, and answers their needs, they'll come back.

## **1) Decide on a meeting on a subject that really interests parents.**

Begin with a special event or meeting with a speaker or activity that will especially interest new members. Ask yourself: "What are the top issues that parents are worried or talking about?" Make the event a positive answer to those issues. For instance, most parents are worried about diagnosing common childhood illnesses, establishing feeding routines, or toddler discipline, so these are good subjects.

Don't forget to add an extra zest at the meeting, for instance some tasty food.

## **2) Produce a flyer to promote the meeting.**

Make the flyer short, succinct, and interesting.

It should be positive, inspiring and include details about the speaker's background.

- see next page -

Blacktown Parents Group invites you to a special meeting:

## All About Toddler Taming



Sister Marie Higgins will share tips and techniques to get your toddler to behave, especially around dinner and bed time.

Sister Higgins is a trained maternity nurse with 20 years experience advising parents.

It's a chance to meet some friendly people, have a cuppa and get some great tips. Tea, coffee, and Marie's orange and poppyseed cake provided. Child care available.

**Where:** Blacktown Childhood Centre

**When:** Wednesday 6 August, 7.00 to 8.30pm

**Inquiries:** call 98867 2345

### 3) Spread the message

Use a variety of methods to get the message out, including:

- one-on-one conversations with parents;
- posting the flyer at shopping centres, chemists, community centres, and child care centres.
- flyers or posters in shopfronts
- leave the flyer with maternal and child health nurses, social workers at maternity wards and other family services;

consider advertising in the *What's On* section of local newspapers.

Give plenty of notice: at least three weeks, with a reminder about one week before the meeting.

#### **4) At the meeting, make sure they are welcomed, heard and included**

Make sure new members are welcomed and introduced to others. Spend time having a conversation with them to find out their interests and needs. Ensure they are comfortable and 'buddied' up with one or two other members with similar interests. Make sure they have a good idea about the purpose of the group and what activities they can expect in future.

At the start of the meeting, acknowledge the new members by name, and ask them to say a few words about themselves (but don't make them feel intimidated).

Finish the meeting with a celebration, so the new members take away a feeling of happiness and a sense of being part of a joyful, supportive group.

**Note:** NEVER put pressure on new members to join (that causes resistance). If your group answers their interests and needs they'll *want* to join.

#### **5) Get their details**

Don't let them leave without getting their details  
Use a contact sheet (see *Sample contact sheet*) to obtain their contact details before they leave.