

MEMBERSHIP MEMO

From the International Membership Committee

PRIDE IN THE BIG PICTURE – ATTRACTING NEW MEMBERS

How do we attract new members, both actively employed and those retired? Discovering successful ideas can be thrilling and quite challenging... We hope the ideas below will be useful to you in attracting new members. Also, we hope that you will share your ideas with all of us.

ATTRACTING POTENTIAL MEMBERS, BOTH ACTIVELY EMPLOYED AND RETIRED

- Invite non-members to chapter meetings so they may see who we are and what we do from an educational position.
- Invite non-members to be guest speakers on their particular area of educational interest and its influence on their educational setting or education in general.
- Write a congratulatory letter to non-members for recent accomplishments and include the *Society membership brochure **You and Us*** with local contact information.
- Wear your key pin and have your “elevator” speech ready to share DKG information proudly.
- Publicize, at least once a month, the good work that your chapter has done in the community with local chapter contact information.
- Highlight meetings and projects on chapter websites as well as local newspapers.
- Invite potential members to lunch/dinner or a special event and be ready to share what DKG can do for them as well as sharing what it has done and continues to do for you!
- Distribute the Society membership brochure ***You and Us***, with local chapter contact information, to local boards of education, school offices, and teacher workrooms. Also, provide these materials to other less-traditional educational work places of potential members; see examples of such places listed in June’s *Membership Memo*.
- Welcome educators back to school, wish them a happy holiday, or communicate on other occasions. Include the ***You and Us*** or a card to share information about DKG and local chapter contact information.
- In a variety of ways, support early-career educators in your area. See the link for Early-Career Educator Support on the DKG Web site for ideas.
- Organize and host a “Professional Development Day” with chapter members and others serving as presenters, for all potential educators (traditional / non-traditional) in your area and beyond and have Society literature available for participants.
- Host a “Dessert Tasting” for retired educators in celebration of education week. You could have a short program with a guest speaker.
- Provide informational brochures at places that retired educators may frequent, such as the public library, community centers, or coffee shops.
- Ask active educators to provide names of inspiring retired colleagues; invite both to lunch or some other event.

Share other ideas... For example, keep in touch with your chapter’s grant-in-aid recipients. They may make wonderful future members!

Let us all enjoy the challenge of determining unique ways to attract new members and feel the thrill of accomplishing our goal with new members who will further enhance our “Pride in the Big Picture.”