

Good afternoon, today XXXXX and I will be talking about a topic on everyone's mind- Membership

PRESENTER: ELAINE- SLIDES 1 THROUGH 6

PRESENTER:JACKIE- SLIDES 1 THROUGH 6

Agenda

Recruitment
Emotional Story Telling
Retention



2022 FOUNDER REGION DISTRICT MEETING

Director's Presentation

Bee the dream!

More specifically, we will give you some new strategies to investigate and see if they will be a good fit for your club to recruit new members. We will help you develop the skill of emotional story telling, and finally give you some tips to retain members.



We hope the next few tips and ideas will inspire you.

Get Social!

Alignable

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LinkedIn is a site for working professionals and could be a good platform to list your club.

LinkedIn is a great place for the corporate world and the nonprofit world to meet and cooperate. Even if you do not recruit members maybe you will pick up some donors and raise public awareness.

Another platform to consider is **Alignable**- it is similar to **LinkedIn** but it is for small businesses and may have more of a local impact- or try both!

Events to meet Prospective Members

Community Events-
such as Church
Social, PTA, School
events

Street Fairs/Craft
Fairs

Farmer's Markets

Chamber of
Commerce Events

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The more we are out in the community, the more the Soroptimist name will be recognized, and the more the Soroptimist name is recognized the more people will know what we do for women in our community, and the world.

It could help recruit new members, donors, and attendees at your fundraising events.. All of our towns have events that are specific to them. Many have booths where you can have your banners and brochures. There are fairs and harvest festivals, holiday street fairs, parades (Like the Ice Cream Cart SI/Benicia set up at the 4th of July parade) and farmers markets just to name a few. You may not see someone sign up at the events, but you are gaining name recognition and educate the community about our mission.

Meet and Greet

*Grab a cup of "Joe"
with Josette*



Soroptimist International of Vallejo President



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Another great way to build membership is to invite prospects for a coffee or happy hour mixer. This is simply to get them at a place where they can learn about Soroptimist and the inspiring programs we are doing in our community to help woman and girls.

Some presidents even host events like Coffee with the President.

This is a very helpful tool for retaining and recruiting members as it adds a fun event and gives members a chance to just visit, bond and have a good time.

If you invite someone to a meeting- offer to pick them up, they are less likely to cancel and that way you can introduce them to other members and make them feel included. Pick a meeting where you are having an interesting speaker.



During our Region Conference this year, we were talking a lot about the concept of storytelling.

Stories are powerful tools for organizations, they help us to talk about our impact, expand our brand recognition, demonstrate to donors the power of their contributions and explain to prospective members why joining Soroptimist is a great idea!

DIRECTOR COLLEEN TAKES OVER on this slide
DIRECTOR LENORE TAKES OVER

ENGAGE

Good Stories

INSPIRE

INFLUENCE



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What makes a good story?

The first thing you want your story to do is to **ENGAGE** the listener. You want to start the story with some interesting detail that will make them want to hear more. Next you want to **INSPIRE** them. Have your story tell details that will inspire them to do more, either by joining Soroptimist or becoming a donor and participating in collective impact. **INFLUENCE** someone with the urge to make a difference. Once you see that your listener is engaged and interest in what you have been sharing with them, invite them to learn more.

EMOTIONAL STORY TELLING

Designed to make us:

- Think
- Feel
- ACT!



You must **feel passionate** about your subject matter- which is easy when we are talking about our Soroptimist mission. Be motivated and inspired yourself or you will never motivate others. A good story inspires the listener to act, either by joining, or donating – it plants the seed!

Be sure your story will make the listener **THINK, FEEL, and ACT**. Stick to a few key points. Don't overtalk. Be authentic, speak from your heart. Tug at their heartstrings.

Always end the story with the next step you want them to take- the action.



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You are increasing awareness and the good that we, as Soroptimist do in the community and the world. **Tailor your story to your audience.**

If you are working on recruiting younger members what would inspire them? For example, we have heard that younger potential members may be interested in the leadership skills that can be developed as a Soroptimist.

Start with your goal in mind- member recruitment, donors or awareness of our mission.

BEGINNING MIDDLE END

Create your
outline



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JACKIE: All stories have a **beginning** that engages the listener- the **middle**, where you stick to a few key points. The **end** is what you want the listener to remember and what the next steps you want them to take. Be genuine authentic and speak from the heart- share a fact or a need. You have your story- now you need your audience....



Now that you have your story you need to get it out there. You can use Social media- Facebook, Instagram, Twitter, Linkedin, Alignable- you can feature members stories through posts and campaigns
Club website- Your website can be crafted to share stories.
Feature your stories on the Blog posts on your website.
Include photos and videos- pictures can help get your story across, record members telling their stories, have your Live Your Dream winners share their story.
Get your story out there to as many people in as many ways as possible.



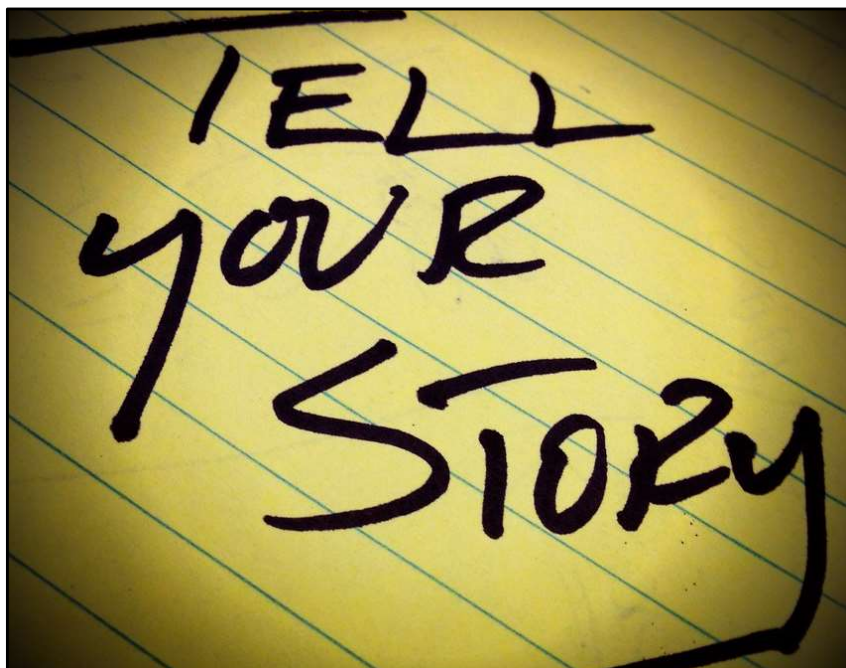
Be sure to let your friends know your story. Many of us are afraid to tell people about Soroptimist or ask them to come to a meeting because we don't want them to feel like we are trying to sell them something. When we assume they wouldn't be interested we are depriving them of the opportunity to have these great feelings that we get when we see what our efforts achieve.

At recruitment events, like the Coffee or Happy Hour meet and Greet, have every member share their story and why they are involved in Soroptimist. Whenever you get into a conversation with another person you can steer the conversation to your story.



We wanted to be able to give you some examples of what a story sounds like, so we want to share our stories with you.

**(NOTE) D I AND II- JACKIE THEN LENORE
D III AND D IV- ELAINE THEN COLLEEN
D V- TERI**



Write your story now

10 minutes

- Remember:
Beginning
Middle
End
- Engage, Inspire, Influence

ELAINE AND LENORE:

I hope that hearing our stories gave you some food for thought to start writing your own story. LET'S GET CREATIVE ! We are going to give you 10 minutes to begin thinking and writing your story.

Take an index card from the middle of your table. Jot down key ideas to start your story. Don't worry about finishing- starting is the key! We will ask a few volunteers to share their story at the end of the 10 minutes.

TIME TO SHARE
AND INSPIRE!



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NOTE: CALL ON 3 OR 4 VOLUNTEERS- WE HAVE A CORDLESS MIKE

ELAINE AND LENORE WILL CALL ON THEM- JACKIE AND COLLEEN WILL ZIP AROUND with the cordless mike AND BE SURE MEMBERS CAN BE HEARD.

*“Thanks for those wonderful and inspiring stories.
And now we will finish our presentation with some
words about retention. “*

RETENTION



Think about your own club.
What does your club do to
keep members engaged and
feel valued?

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COLLEEN AND JACKIE FINISH the last slide

Now we have given you a few ideas on how to recruit but it is even more important to Retain those new members.

When you think of your club experience you have to be introspective and honest as a group.

Is your club an inviting place to be? Do you get the new members involved right away? Sometimes we are afraid to give new members any duties or even ask them, but we have found that new members want to be included right away or they feel they have no purpose and lose interest. Get them involved early on. At least make sure they have that option. Assign them a mentor.

LENORE:

Guests should get the VIP treatment. Have all members be welcoming and engage the visitor so they want to come back. Some clubs have a person that is the welcoming committee, this must be someone that attends all the meetings all the time (or maybe the someone from the membership committee)

Are you civil to each other during the meeting?- we can have disagreements, and discussions- but everyone should feel valued and heard and never have a negative discussion if you have a guest in attendance. Is everyone respectful to each other?

Is the meeting FUN? Make sure there is always time for fun icebreakers, and comradery.

Thank you for your attendance today... we hope that we inspired you to BEE THE DREAM for another woman!