

Branch County Democratic Party
Membership Committee
March 20, 2019

Memberships are the lifeblood of the organization. To increase our memberships, we need some fresh ideas to pump up the numbers. This might start by putting ourselves in the shoes of potential members... Why would they join? What's in it for them? And for a new member, what would make them stay after their initial year?

There are a few simple ideas that are easy to implement and will help to get our creative recruiting strategy pumping during our next membership meeting and strategy session.

1. Market where our members hang out
2. Host events that people will want to attend.
3. Have a membership drive. Develop an annual membership drive and reward those who generate the highest number of new members.
4. Get feedback from current members. Create an annual member survey to collect feedback.
5. Keep existing members happy. Increasing our membership count also means retaining current members. The fewer we lose, the easier it will be to reach our annual growth goal. New members, those within their first year of membership, are at the greatest risk for drop-off.

Clear Organization Goal and Strategic Plan.

- Diversity Focus
- Advertise With Local Sources
- Public Meetings and Outdoors
- Booths With Fairs, Festivals
- Host on Open House and Invite and Recruit
- Serve Community Projects
- Send Invitations
- Networking
- Reward Programs for Bringing New Members
- Create More Fun in Meetings
- Talk and Engage with other Local Organizations
- Participate in Community Events
- Write Letters to the Local Newspaper
- Publicize Organization Success, Elections, and Evens
- Circulate Organization Newsletter and Design Brochure
- Bomber Stickers
- Contact Member Satisfaction Survey
- Make Direct Contact with Minority Organizations
- Meet in Good Locations
- Assign Each Member to Recruit Others
- Develop Welcome Letter for All New Members
- Contact All Members from the Past for Help and Support
- Recognize New Members in Our Newsletters
- Check for New Good Ideas to Implement in The Future