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**MEMBERSHIP RECRUITMENT**

Building a membership recruitment strategy starts with determining your target audience. Who are you trying to recruit? What kind of profession or company profile do most of your members fit under? Do you want more of the kind of members that you already have, or do you see potential for membership recruitment in a market you haven’t explored yet? Once you have answered these questions, you can identify the best techniques for recruitment.

**RECRUITMENT TECHNIQUES**

Think about what the biggest barriers to joining your organization would be for the members you want to attract, and then brainstorm how you can make those barriers as small as possible. This might mean experimenting with modified dues structures, payment plans, or free introductory memberships--options that can allow potential members to experience the value of your organization before committing to a full membership.

Another strategy you can explore is prospecting in your own backyard--that is, using programs and events that are already part of your schedule as tools for recruitment. Prospective members who have already had a chance to engage with your organization are more likely to see the value in membership.

You should also think about how your current members and leadership can help you recruit. This can include member-get-a-member campaigns, ambassador programs, and incentivizing volunteers to seek out prospective members.

The last step is to analyze the messaging that you are sending to prospective members. You want to provide targeted, valuable content that will connect with the kind of members you are trying to attract. You could even allow prospective members to access a preview of the content and resources (webinars, events, etc.) that would be available to them if you joined.

No matter what you do, remember that prospective members won’t be inclined to pay for membership unless they have a clear idea of the value it will provide them--so demonstrating that value should be at the core of your membership recruitment strategy.