

*I*deas for Promoting Membership *R*ecruitment

- Use testimonials from people who have particularly benefited from the association in the past. Be sure to secure signed statements in advance.
- Issue an open letter thanking all the members who helped support the association and helped bring about a successful contract in the past year. Invite nonmembers to join this important team.
- Personalize promotional material. Use names of individuals, particularly respected, influential people. For example, ask 10 such members to write three lines starting, "I belong to the association because..." Be sure they sign and date them. Then publish their testimonials in a flyer.
- Emphasize the value of the Educators Employment Liability insurance now that so many parents are suing.
- Put long, skinny, check-size flyers into everyone's mailbox saying, "Tomorrow is pay day—time to decide how to spend the extra money your association put into your pay check through (this) last year's negotiations."
- Send a series of "telegrams," each briefly reporting an important membership benefit. Print them on a "Western Union" type form and on yellow paper.
- Compute the fraction of an average member's one-month's-salary-raise-plus-fringe-benefit-value represented by the monthly dues payment.
- Construct a "WANTED" poster. Use front and side-view portraits in photo or cartoon form. Add "known to belong to a gang interested in group protection" and "big reward for all professionals."
- Hold a faculty social. Don't use the occasion for long-winded speeches. But do have key people individually talk about association benefits—particularly with new employees.
- Notice talent. Recruit nonmembers who have special skills (writing, graphics, photography, etc.), not on the basis of what the association can do for them but what they can do for others.
- Hold a special event to welcome and assist new employees. Provide the special information they need.
- Publicize some serious board- or citizen-instigated action against educational employees in a neighboring district. Point out, "It could happen here...we must stand together."
- Print "an itemized bill for services rendered" showing association services furnished to all unit members. Stamp across it the typical "PAID" followed by an asterisk. Add footnote underneath reading, "*By 103 of the 137 receiving the benefits." Distribute to all unit members.
- Hold short meetings (10-15 minutes) to keep members informed and to seek their opinions.