**Recruiting New Members & Volunteers**

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| **Guidelines for making a membership presentation**  As a representative of a professional association, it is important to dress in business casual attire and maintain a professional image.  Be prepared. Know your audience and what benefits of ANFP and the chapter would really appeal to them. How many people will be present? Try to anticipate which questions may be frequently asked.   * How many members does your chapter have? How many are certified? * What are the benefits of membership? How have you grown as a CDM? * Who can I contact for more information?   Be flexible. Speaking from notes, as opposed to reading from a script, allows for a more interesting and interactive presentation.  Bring handouts. ANFP has brochures and literature for any audience you may speak with. Contact ANFP Chapter Relations to request free handouts. Feel free to also distribute chapter newsletters, scholarship applications, etc. |

**How to Recruit New Volunteers**

We all have different strengths. Seek out the right people for the job! Start small with new volunteers. Committees are a great way to get new volunteers involved! People like to work in teams.

* + Explain why you decided to ask this particular person to help - what skills or personality traits make her/him a good candidate for the position.
  + Remember that it is better to live with a vacancy a little longer than to convince the wrong person to become a volunteer.
  + Be clear on what you want people to do. Use written volunteer job descriptions whenever possible.
  + The more specific you can be the better. If you ask the general question, “Who wants to volunteer?” what are you telling people about the job you need to fill? Give people a chance to consider if they might be interested in a specific task.
  + Identify and express the benefits to the volunteer of accomplishing the task. Every job has its payoffs and it is ok to discuss these. Effective volunteerism can lead to job expansion, resume enhancement, job promotion, and more money in the long run!

Tips

* + Be honest. Tell prospective volunteers what the work entails, even if you think it may sound like a lot. Be careful to avoid minimizing the work. Remember to add the positive aspects of the position and what the volunteer will get out of it.
  + Share deadlines up front. When does the work have to be finished by?
  + Define the training and support the volunteer will have. If they know they will get help while they learn the ropes, they may be more likely to give something a try.
  + The best way to recruit volunteers is to ask directly! If you never have the conversation, how can someone say yes?
  + Instead of asking the entire group, perhaps ask a few people who would be a positive addition to the volunteer team and encourage them to run for an officer role.
  + Share why you have enjoyed being a volunteer
  + 5 Dos and Don’ts <http://www.youtube.com/watch?v=GWAkyrYjxaY>

**Recruit New Members**

*Foodservice Training Enrollees*

* Enrollees are eligible for pre-professional membership.
* Add enrollees to the chapter newsletter mailing list.
* Invite students to state meetings (with a reduced registration rate if possible).
* Contact enrollees regularly to check in and promote the benefits of joining ANFP.
* Present at the school. Contact the school liaison or program director of an ANFP-approved school to coordinate a visit. Your personal experience can be valuable to students entering the field. <http://www.anfponline.org/become-a-cdm/anfp-approved-programs>
* Research career days or job fairs in your area. Brochures and a pull-up sign are available upon request.
* Contact high school guidance counselors with information about approved training programs and the profession.

*Foodservice Training Graduates*

* Graduates can join ANFP, although they are not certified until they pass the credentialing exam and activate their credential.
* A presentation towards the end of the course can help answer questions about their credential, ANFP, and membership options.
* Invite to educational workshops.
* Welcome new members through a sponsored reception celebrating their accomplishment. This can take place at a state meeting, a member’s facility, or the graduate’s school during the graduation ceremony.

*Other Potential Members*

* In every state there are many facilities (nursing homes, hospitals, correctional facilities, military bases, schools) where the director of foodservice is not certified or an ANFP member. The membership committee, in conjunction with district officers, should try to recruit these people to become members.
* Ask district officers and corporate sponsors if they have names of foodservice directors who are not ANFP members. Send these individuals literature about ANFP.
* Train district officers to promote ANFP to these individuals, either by phone calls, letters, personal visits, or presentations.
* Invite these potential CDMs, RDs, administrators, etc. to ANFP meetings.
* Attend career fairs to promote ANFP.
* Keep informed of district activities (if applicable).

*New Members*

* New member lists are sent to chapter leaders every month. The membership committee, secretary, and/ or other welcoming committee should contact new members. A phone call is recommended for personal contact and a chance to answer any questions they may have.
* Encourage new members to attend local meetings and to make the most of their ANFP membership by becoming involved as a volunteer.
* Welcome first time meeting attendees with goody bags, by assigning a veteran member to make them feel comfortable and included, or introducing them to the group.
* Explain the chapter structure and how they can access important information and opportunities available only to CDMs.

*Former Members*

* Routinely contact members who have dropped their membership. Calls should be made at least twice a year.
* An email blast reminding membership to renew their certification is also a good reminder.

**Promote Certification**

* Offer a scholarship to cover the exam cost.
* Provide free meeting attendance immediately after activating certification.
* Send letters to administrators about potential members or members who are not certified, encouraging employees to take the exam.
* Offer study sessions or tutors at meetings prior to the exam.
* Offer a session at a meeting to explain benefits of certification.
* Make sure school liaisons are talking about certification during their visits.
* Start a dietary managers training program at a local college or university.
* Send letters to graduates of the dietary managers training program to encourage the next step of taking the exam and becoming certified.

**Recognize Hunger Week and Pride in Foodservice Week**

Pride in Foodservice Week is the first full week in February. This week applauds nutrition and foodservice professionals for their hard work and dedication on the job. Celebrations can include small gifts each day, a pizza party, an ice cream bar, and certificates of appreciation, among many other ideas.

Hunger week is the second week of April every year. The chapter can bring attention to hunger in facilities and in the community. Members are urged to help fight hunger by collecting nonperishable foods, volunteering at a soup kitchen, or donating to a local food pantry.

*For a more tips and promotional material, visit the “forms, samples, and templates” section of* [*http://connect.anfponline.org/volunteerresources*](http://connect.anfponline.org/volunteerresources)*.*