

Ideas for Member Recruitment

Building a strong, active chapter for the future.

- Conduct an annual membership drive to establish a regular pattern of recruiting.
- Set membership recruitment and retention goals each year.
- Design a local membership brochure. Prepare business cards with a brief description of your chapter along with meeting times and contact information. Ask members to distribute them when they meet a potential member.
- Set high standards for membership materials to draw people with high standards.
- Hold a contest for member(s) who bring in the most new members. Have a prize drawing and include only the names of everyone who brought in a new member. Contact businesses for prizes.
- Waive chapter dues for members who bring in 2 or more new members.
- Recruit whole families instead of just one member of the family. Most organizations find that when two or more members of a family belong to a group they are more likely to be involved.
- Be sure all co-workers know about PTG and how to join.
- Ask people to join; do not wait for them to ask you.
- Be persistent if people say no. Keep them on your mailing list and call them periodically.
- Assign board members to follow up with potential members.
- Extend potential members a personal invitation to attend special events.
- Stay in touch with past members. They often re-join. Keep the door open.
- Check local newspaper and yellow pages for names of potential members and follow up.
- Hold joint meetings with other similar groups (e.g. MTNA).
- Work with local colleges and universities to recruit potential members.
- Have really excellent meetings with interesting presentations. Keep business items to a minimum.
- Hold or sponsor workshops for other groups on piano-related topics.
- Establish a speaker's bureau.
- Share sponsorship of a lecture series with other community groups.
- Sponsor a piano concert or student scholarship.
- Set up PTG information booths at community events
- Participate in school or community career fairs.
- Give awards to community leaders or participate in community awards program.
- Hold seasonal social events (e.g., a speaker on how to avoid holiday stress).
- Set up a membership table at functions of other organizations.
- Include membership information on your chapter website.
- Submit articles to your local newspaper with topics that appeal to the community.
- Meet with the editor of your local newspaper. Discuss feature story ideas.
- Get involved in a local issue.
- Hold an open house with music or special speaker.
- Provide alternative kinds of new member orientation for those who join throughout the year or who cannot attend an orientation meeting.
- Have a new member/prospective member supper with an orientation.
- Don't overload orientations with information; allow time for questions.

Believe and demonstrate clearly that every member, whether actively involved or not, is welcome and valued. Stay in touch. Check on members who haven't attended lately. Know the name and face of every local chapter member.