

DKG Membership/Recruitment Plan 2015 www.dkg.org under Membership Committee

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NEW MEMBER RECRUITMENT PLAN / Presented at the SW Regional Conference by Dr. Lyn Schmid—2015 President's Training Sessions and Nita Scott, Membership Services Administrator, and the Membership Committee--Membership Chairs Training Sessions

Chapters throughout the Society are searching for new ways to increase membership. International President Lyn Schmid encourages the use of this new plan that has been used successfully to revitalize struggling chapters, to energize healthy chapters, and to develop new chapters in several state organizations

https://www.dkg.org/sites/default/files/files-for-download/Mem_MemberhipRecruitmentPlan.pdf

NEW PLAN: * Prospect Cards—filled out by members. Nominate an educator.

During a chapter meeting, members receive prospect cards on which they record the name and contact information of an educator they would like to nominate. Chapter members might nominate an enthusiastic teacher they noticed at a district training session or a talented music teacher they noted directing her school's student musical. A retired teacher could nominate a beloved teacher she learned about from a grandchild or a teacher she noticed while volunteering in a school. A member could record the name of an educator whose outstanding teaching ability she witnessed while receiving instruction at a photography or painting class, a master gardener session, or technology training.

2. The prospects information is read and discussion may follow.
3. A vote is taken on the prospects. It is the chapter's choice as to how the vote is taken.
4. Once the cards are collected and a vote is taken on the prospects, the chapter mails an enthusiastic letter to the prospective members inviting them to an orientation session.

Following is the guideline set forth on the international website:

Joanne Davis, past Texas State Organization President who is working on chapter development, states, "All chapters should use this approach if they want a professional, new way of offering membership." In Omega State, we are suggesting you give this a try in your chapter and see if it brings better results.

The key is 'participation by the chapter members.' Prospects must be sought, referred, and presented enthusiastically for this to work.

****Remember—Only your chapter members can grow your chapter.** All chapter members can be looking at the educators in your schools and community and seeking outstanding, prospective members.

This provides a way for our chapter members to become more active in seeking new chapter members. Check out the newspaper or just keep your eyes and ears open for prospective members in every area of education. This plan eliminates the ambiguity (and awkwardness) of asking a person to commit to joining before they have been voted upon officially.

Please watch for more membership news on the membership section of the Omega State Website: <http://dkgcolorado.weebly.com> and visit the international site for more resources.

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The Plan according to the Web Site (Recommended by International)

Step 1: This plan emphasizes **the honor of membership in DKG**. The chapter membership committee should request members to submit a name via a prospect card (See sample document, *DKG Prospect Card*) at one or two meetings. They should then compile a list to present to the membership for a vote. These active public and private school teachers and retirees do not have to be contacted before recommendation. (Key to making up this list is to choose those women whom you really want in your chapter—**assume nothing would prevent them from saying yes. Don't eliminate them because you "assume" they would say no.** Let them decide for themselves!)

Step 2: Each prospective member should be informed in a special, personal letter that she has been chosen for membership in our prestigious society. (See sample document, *Prospect Letter*) Key elements of the letter are that the prospect was recommended by a member (named) based on her stellar qualities as a teacher and approved by the entire chapter.

Brief info on DKG and the chapter is included, as well as the invitation to an orientation meeting. The letter emphasizes the honor of membership and asks them to RSVP for the meeting.

Step 3: Some may decline; some may call with questions; and some may agree to come immediately. For each of those who plan to attend, invite an equal number of current members to serve as "buddies" at the orientation.

Step 4: At the orientation, provide social time for current and prospective members and then present the ***Pride in the Big Picture*** slide show (available for download at www.dkg.org). Current members can meet with the prospects in small groups to answer any questions. At the conclusion of the meeting (which lasts only one hour), ask them to make a decision to accept or decline the invitation to become members. (Remember, no one has approached these women about joining prior to the letter.)

Step 5: The current member "buddy" can use the Chapter Member Application (See sample document, ***Chapter Member Application***) to obtain information about the prospective member. This application serves as the Recommendation for Membership or Form 11 used by many chapters to obtain member information. It can also serve as a commitment from the prospective member.

Step 6: Invite the prospective members to the initiation ceremony with the Initiation Letter (See sample document, *Initiation Letter*). Remember to plan ahead and order all necessary supplies in preparation for the ceremony.

Research shows that holding the orientation on a weeknight from 7-8 p.m. is optimal for attendance. During the orientation, the prospects are introduced to the Society via the ***Pride in the Big Picture*** presentation, featuring specific chapter program and project highlights, benefits of membership, and shared stories of the power of DKG to transform lives. After initiation, the new members may also receive prospect cards to honor someone they know with membership in the Society. Sherri Wagemann, Washington State Organization and member of the International Membership Committee, commented: "Providing an orientation for prospective new members prior to their initiation is vital. It helps them understand the value of membership and what our organization has to offer. This recruitment plan also offers a natural transition for mentoring. The 'Rose Buddy' mentoring system helps to forge that all important 'friendship connection' and encourages active engagement in the new members' area of interest. Many of my state's chapters have been successful using this model. It really works!"

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