

Helpful Hints for Recruiting New Members

- Design a membership campaign and write it down. Having goals and procedures down in writing always helps keep things in perspective and can be shared with other members.
- Personally ask people to join your local council, the state association, and IRA. A personal invitation makes a difference.
- Ask your local administration and board members to become members of your local and the state association.
- Hand out membership brochures whenever you can. Make sure you carry brochures with you at all times. Ask people to join on the spot instead of trying to contact them later.
- Contact WVRA officers for assistance. We are happy to help in this all important endeavor.
- Set up a membership table/booth at all your functions.
- Consider combining both local and state memberships into one fee.
- Give building/site representatives training in effective ways to recruit new members.
- Offer incentives to building/site representatives for 100% participation.
- Use faculty senates to provide information to professionals.
- Send thank you notes when appropriate. Little touches of personalization help establish good rapport.
- Always include your local council name and number on all membership brochures.
- Submit required correspondence for membership awards according to established guidelines.