

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

District staff may play the largest role in the membership campaign, but board members must participate too. As a staffer, your job is to strategically engage your board and set them — and the organization — up for success.

Get on the Same Page

Clearly define membership processes and goals. When does the membership year and campaign begin and end? How much are dues and what forms of payment are accepted? What are the top 3 member benefits? What are the goals for new members and renewals?

Set Them Up for Success

Give volunteers the tools they need to succeed. Ensure contact lists are up to date and provide a timeline to keep them on track. Draft a script for both in-person visits and phone calls to help them organize their thoughts and hit key points.

Quality Over Quantity

Assign each board member a small number of businesses for in-person visits (3-5) and phone calls (5-8). Match them with business owners they know or those who are close by or in a similar industry if possible. Less is more.

Bring Out the Big Guns

Distribute the 'hard asks' equally among board members and make the critical asks to high-profile, anchor or destination businesses with both yourself and the President. This ensures messaging is clear and questions are answered.

Incentivize

Create a friendly competition between volunteers to get them motivated and recognize the winner with an award certificate, bottle of wine or sweet treat.

Stay in the Loop

Follow up with board members. They are busy and will need to be encouraged and reminded. Emphasize that these visits and calls are most effective coming from a volunteer and fellow business owner.

Celebrate Success

Use your people skills to inspire, reassure, coach, remind, encourage and thank your board. Send weekly updates about campaign progress and congratulate volunteers when their member recruitment efforts are successful.