This workshop is used by some Maryland State Teachers Association staff. It helps Association Representatives and recruiters to feel comfortable in recruiting members. Please feel free to adapt and adopt. Thanks MSTA

TRAINER’S NOTES AND SCRIPT

Overview (2 minutes)

👩‍🏫 Thank you for coming today. It shows your commitment to a stronger, more effective Association.

Display Objective (Transparency 1).

👨‍🏫 As we spend an hour together today, our objective is: to give you, the ARs, the support you need to be more involved in increasing membership and strengthening the Association.

Display Attitude (Transparency 2).

👨‍🏫 We will focus on developing this attitude: I can effectively communicate the benefits of Association membership to colleagues at my worksite.

Display Skill (Transparency 3).

👨‍🏫 The skill we will be developing is: Identifying the motivation of the reluctant joiner and choosing an effective response.

Display Knowledge (Transparency 4).

👨‍🏫 The knowledge we hope to gain is: I am familiar with the benefits of membership and I have a plan to communicate them.

⏰ Total Time Elapsed: 2 minutes
Benefit Brainstorming (5 minutes)

Association membership has many benefits. When a non-member really understands these benefits, they are more likely to join.

We’d like to have each table group spend the next four minutes brainstorming as many benefits of Association membership as you can.

Display Brainstorming (Transparency 5).

Remember, these are the rules for Brainstorming. Please chose a recorder to write your list of benefits on a piece of chart paper and to post your list at the end of the activity. You will have four minutes.

Allow 4 minutes.

Total Time Elapsed: 7 minutes
Benefit Report Out (5 minutes)

👥 Time has elapsed. Will recorders please tape your group’s list to the wall near your table?

Recorders tape lists to wall.

👥 Many benefits have been identified by more than one group. (Mention the benefits that are repeated).

Display Benefit Report Out (Transparency 6).

Would the recorder for each group please point out for us any benefits your group identified that weren’t mentioned by the other groups?

Which group would like to begin?

Allow 1 minute.

👥 That’s great! Which group would like to be next?

Continue process until all groups have reported. Allow 1 minute per group.

👥 Excellent work! You all deserve a round of applause.

Lead participants in applause.

📅 Total Time Elapsed: 12 minutes
What did we miss? (7 minutes)

You all know a lot about member benefits. But I wonder if there are some benefits even this well-versed group didn’t think of.

Hand out member benefit packet.

We are handing out to you a packet that contains a lot of information on member benefits.

Hold up items in packet as they are mentioned.

In this packet you will find:
- A Membership recruiting brochure
- A two-sided explanation of benefits of MSTA and HSESC membership
- “Welcome to the Profession” booklet, with benefits listed on the inside back cover
  and
- A booklet about NEA Member Benefits.

You also have a copy of the Association Recruiter’s Guide, the yellow booklet.

For the next four minutes, we’re going to look over this information and see if there are any benefits of membership that we missed on our lists.

Display What did we miss? (Transparency 7).

Please choose a partner (or form groups of 3) and spend the next four minutes seeing how many “new” benefits you can identify.

Choose someone to take notes and to report out. There will a prize for the group or groups that develop the longest list of things we missed.

Allow 4 minutes.

Time is up. Did any group find five “missing” benefits? Did any group have more than five?

This group says they have the longest list. Will you please share your list with us?

Allow 1 minute or less.
Did any other groups come up with “missed” benefits that we haven’t mentioned?

Allow each group to contribute briefly.

I think this group gets the prize for the longest list. But you all did such a good job, everyone deserves something special.

Give “main” prize to group with longest list, and something special to the others.

Total Time Elapsed: 19 minutes
Brainstorming Excuses (3 minutes)

We all now the benefits of membership. And I bet each of heard every excuse in the book for why a non-member doesn’t want to join.

Display *Brainstorming Excuses* (Transparency 8).

We’re going to take a couple of minutes to share as a group the excuses you’ve heard. Please share one at a time so we can all hear. We’ll record the excuses on chartpaper. Who would like to go first.

Allow participants to share excuses they have heard. Number the excuses as recorded.

Are there any more? Well, this is a pretty long list. We certainly have our work cut out for us.

Total Time Elapsed: 22 minutes
Responding to Excuses (5 minutes)

With your experience, you've probably been responding to excuses like these already.

We'd like you to work with your partner (or in your group of 3) again and come up with your best – or several best – responses.

I'm going to give each group two numbers. Those are the numbers of the excuses that you will develop your responses for.

Choose two excuses for each group. Assign them by number. Give two groups the same two excuses, so that they can share and compare.

Display Responding to Excuses (Transparency 9).

Make notes about your responses so you can share them with the whole group. You'll have 4 minutes – two for each excuse. Begin now.

Allow four minutes.

Total Time Elapsed: 27 minutes
Response Report Out (5 minutes)

-Time is up. We’d like to hear from the two groups who responded to excuse number 1.

Read the excuse and allow each group to say how they would respond.

- Are there any other ideas about what you might say if you heard this excuse?

Allow others to respond briefly.

- Let’s hear what responses you developed for “…….”

Read the excuse, have two groups share and invite further brief comment.

- You’ve definitely had some good experience here, too. It’s always helpful to learn from each other, isn’t it?

Total Time Elapsed: 32 minutes
Guidelines for Responding (2 minutes)

Before we have a chance to practice some of these responses, we'd like to remind you of some guidelines for responding to – well, let’s just call them “reluctant joiners.” You will find similar guidelines in your “Recruiter’s Guide” on page 6.

You will find more extensive guidelines in your “Recruiter's Guide” on page 6.

The important things to remember are:

- **Listen. Find out more details.**
  - You are interested in how the reluctant joiner thinks.

- **Don’t overwhelm with information.**
  - Use what you’ve learned to target your response to his/her concern.

- **Remember, you don’t have to do it all in one conversation.**
  - This will be only one of many.

- **Leave on a friendly note.**
  - Ask the reluctant joiner to “do something” before you talk again.

Total Time Elapsed: 34 minutes
Practicing Our Technique (15 minutes)

It’s easy to talk about how we will respond. But sometimes it’s uncomfortable the first or second time we do it.

We’re going to give you a chance to practice. We’d like you to work with your partners again. Each member of the team will have one chance to be a “reluctant joiner” and one chance to be the recruiter.

Display Practicing our Technique (Transparency 11).

The person who is the non-member will choose their excuse or excuses. The recruiter will respond using the guidelines and the experiences we’ve shared. If you have a third person in your group, that person will be the observer. The observer will be able to provide feedback to the role-players.

Do I have a partner team that wouldn’t mind modeling the exercise for us?

If no team volunteers immediately, the facilitators should model the first round.

Thank you. That was great. As observers, do you have some feedback for us?

Allow a brief comments.

Thanks. You will now have ten minutes to work in your groups. I'll let you know when 3 minutes and 6 minutes have passed, so each person will have a chance to be a recruiter.

Allow 10 minutes. Remind the group when 3 and 6 minutes have passed. Give a reminder when 1 minute remains.

Time is up. That sounded very interesting. Did you have any experiences that might help you when you try this in your buildings?

Allow brief comments.

Total Time Elapsed: 49 minutes
In order to help you use the skills we’ve been practicing – and to help the Association evaluate our recruitment – we’ve developed a strategy we call the 4-Step Buddy System. That’s because – surprise! – it has four steps and involves a buddy system!

Display 4-Step Buddy System (Transparency 12), Handout.

Here’s how the system will work:

**Step ONE:** Your first contact with the non-member – as all your conversations about joining – should be planned and private. Assess their interest, their strengths and the reasons they haven’t joined. Hand them a membership application and a general information piece.

If they aren’t willing to sign up after your first conversation, share a piece of information that responds to their objection or excuse. If you don’t have it with you, let them know you will get it to them soon (and do so).

Set a date and time to take more about the information you’ve shared. Keep that appointment.

**Step TWO:** Talk again. Ask what they thought or felt about the information you shared. Don’t forget to listen. Have a membership application ready.

If they join, celebrate with them! If they don’t sign up, leave them with the application and more information to address their strongest objection.

Let them know you will talk again.

**Step THREE:** Ask a member to be a “buddy” to one non-member. Ask the buddy to talk to the non-member about why the buddy is a member and how important it is to join.

**Step FOUR:** Check with the buddy, then talk to the non-member yourself to (try to) pick up a signed membership application.

If they join, thank them! Check to see if there is anything else you can do for them or any more information they want. If they don’t join, tell them you hope they’ll reconsider, because it really hurts everyone if folks don’t do their fair share.
We all know that personal contact is crucial in recruiting non-members. We hope this system will help you plan that contact.

You may not be able to do all 4 steps with every non-member in your building. But we hope you will try it with several non-members over the next two months.

Total Time Elapsed: 54 minutes
The 4-Step Buddy System
Group Discussion (5 minutes)

Hand out 4-Step Buddy System Follow-Up Form.

To help you keep track, we are handing out a 4-Step Buddy System sheet you can use to track your contact with those non-members you are concentrating on.

Do you have any comments or questions?

Allow time for questions and discussion. Use the “parking lot” to end discussion gracefully 5 minutes before time to leave.

We have promised to end this session in an hour, so I'm going to record any remaining questions in our “parking lot.” Association leaders will be here at the end of the training to talk with you about them.

Now we have a few announcements before you leave.

Total Time Elapsed: 59 minutes
Announcements (5 minutes)

In the next 5 minutes we want to share some information with you. We hope it will make your job as Association Rep easier.

Hand out $10 Signing Bonus, Handout.

ARs and “buddies” who recruit new members will get a $10 bonus for every member they sign up. This handout explains the bonus program. Just sign your name on the bottom of the signed membership form when you pick it up.

Send the form through the courier to Jan Werner at Abingdon Elementary. In November you’ll get a bonus for every member you recruited.

Hand out Evaluation Team Sign Up sheet.

We are passing around a sign-up sheet for ARs who would be willing to help us by being part of our Membership Recruitment Evaluation Team.

Volunteers will go through the whole “4-step buddy” program with at least three potential members, including assigning a buddy to non-joiners. Evaluation team volunteers will meet in November for dinner to discuss the results of their efforts.

Hand out Member of the Week information.

We are not handing out information about our Member of the Week program.

Hand out Picnic Announcement, Important Dates.

Here is a flyer about our HCESC Picnic on September 14. We also have a reminder about important dates to remember during the fall.

Hand out Evaluation Sheets.

And, last but not least, please fill out these evaluation sheets to let us know what you thought of this session and how we can improve it.

Total Time Elapsed: 64 minutes
(Lecturette - Guidelines:) (2 minutes)
✓ Listen. Find out more details. You are interested in how the reluctant joiner thinks.
✓ Don’t overwhelm with information. Use what you’ve learned to target your response to his/her concern.
✓ Remember, this will be only one of many conversations. You don’t have to do it all in one conversation.
✓ Leave on a friendly note. Ask the reluctant joiner to “do something” before you talk again.

The 4 Step/Buddy Approach (15 minutes)

Step 1. Initial contact with a nonmember: assess interest, strengths, and possible objections to membership. Hand them a membership application along with a piece(s) of information that respond(s) to her/his objection or excuse. If he/she isn’t willing to sign up right there, ask her/him to look over the material. Set a date and time to talk more about what you’ve shared with her/him. (Sometimes your “appointment” it has to be approximate, but make a commitment and stick to it.)

Step 2. Talk again. Ask what she/he thought/felt about the information you shared. As you talk again about the benefits of membership, don’t forget to listen. Share materials, ideas, Association programs that address concerns. Have a membership applicatoin ready. If they don’t sign up, leave them with the appropriate membership program/benefit (application?) to address their strongest objection. You’ll talk again.

Step 3. Assign a “buddy” to follow up with the nonmember, if they haven’t signed up during or soon after your second conversation. Ask the “buddy” to talk to they about why the buddy is a member and wants them to join.

Step 4. Check with the “buddy”, then follow up to (try to) pick up her/his signed membership application. If she/he joins: Thank him/her for joining; check to see if there is anything else you can do for them or any more information they want. If she/he doesn’t, tell them you hope they’ll reconsider, because it really hurts everyone if folks don’t do their fair share

Always get back to the new member to say “Thanks!” for joining and supporting HcESc.