Guidelines for Responding to Reluctant Joiners

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

✓ **Don’t overwhelm with information.**  
   Target your response to the non-member’s concern.

✓ **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.
4-Step Buddy System

1. **First contact.**
   Share general information. Make assessments. Leave a form.
   Set a day and time to talk again.

2. **Talk again.**
   What did they think about the information? Listen
   Share information on an issue that concerns them.

3. **Assign a “buddy”**
   Let the buddy know the non-members concerns. Ask for feedback.
   Make sure the buddy has a membership form.

4. **Pick up the signed form.**
   Don’t forget to celebrate with the new member.
   Tell the non-member you hope they will reconsider.