Objective:
To give ARs the support needed to be more involved in increasing membership and strengthening the Association.
Attitude:
I can effectively communicate the benefits of Association membership to colleagues at my worksite.
Skill:
Identifying the motivation of the reluctant joiner and choosing an effective response.
Knowledge:
I am familiar with the benefits of membership and I have a plan to communicate them.
Benefit Brainstorming

Brainstorm as many benefits of Association membership as you can in 4 minutes.

(small group activity)

Work for quantity, not quality. Accept all ideas without judgement
Benefit Report Out

What benefits did your group identify that were not mentioned by other groups?
What did we miss?
Choose a partner (or 2) and see how many “new” benefits you can identify in 4 minutes.
Brainstorming Excuses

What excuses have you heard for not joining the Association.

(total group activity)
Responding to Excuses

What are your best – or several best -- responses to the excuses assigned to your group?

(partners or groups of 3)
Guidelines for Responding

✓ 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.
Practicing Our Technique

#1 makes excuse(s). #2 responds. (#3 observes.)
Talk for a couple minutes, then debrief.

(partners or groups of 3)
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.

Membership Recruitment Transparency 12
TRAINERS OVERVIEW

Objective: To give Ars the support needed to be more involved in increasing membership and strengthening the Association.

Attitude: I can effectively communicate the benefits of Association membership to colleagues at my worksite.

Skill: Identifying the motivation of the reluctant joiner and choosing an effective response.

Knowledge: I am familiar with the benefits of membership and I have a plan to communicate them.
### TRAINER’S OVERVIEW – Benefits of Membership

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 minutes</td>
<td>Overview Objective, A.S.K. (total group)</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Benefit Brainstorming (small group/tables)</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Benefit Report Out (total group)</td>
</tr>
<tr>
<td>7 minutes</td>
<td>What did we miss? (partners/2 or 3)</td>
</tr>
<tr>
<td><strong>19 minutes</strong></td>
<td><strong>Total Time</strong></td>
</tr>
</tbody>
</table>

### TRAINER’S OVERVIEW – Responding to Excuses

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 minutes</td>
<td>Brainstorming “Excuses” (total group)</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Responding to “Excuses” (partners/2 or 3)</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Response Report Out (total group)</td>
</tr>
<tr>
<td>2 minutes</td>
<td>Guidelines for Responding (lecturette)</td>
</tr>
<tr>
<td>15 minutes</td>
<td>Practicing our Technique (total group &amp; partners/2 or 3)</td>
</tr>
<tr>
<td><strong>30 minutes</strong></td>
<td><strong>Total Time (49 minutes)</strong></td>
</tr>
</tbody>
</table>

### TRAINER’S OVERVIEW – The 4-Step Buddy Strategy

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>5 minutes</td>
<td>The Strategy Explained (lecturette)</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Comments, Questions &amp; Discussion (total group)</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Announcements (total group)</td>
</tr>
<tr>
<td><strong>15 minutes</strong></td>
<td><strong>Total Time (64 minutes)</strong></td>
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</tbody>
</table>