



MEMBERSHIP Program

November Promotion

Rachel Luke – Department Chairman

Hello, Members!

November's focus is on gratitude, community, and the upcoming holidays -- they provide excellent themes

Recruitment Suggestions for November

Leverage the themes of Thanksgiving/Gratitude and the start of the Holiday Giving Season.

1. "Bring a Guest" Gratitude Event:

- Concept: Host an exclusive event (virtual or in-person) for members but give each member a free guest pass for a prospective new member.
- Theme: A "Thankful for our Community" or "Fall Fellowship" networking night.
- Offer: Provide a small incentive for new members who join on the spot, and offer the referring member a reward (e.g., a gift card, a discount on next year's dues, or a small prize entry).

Value Reinforcement and Making Members Feel Acknowledged and Appreciated.

2. Personalized Thank-You Outreach:

Teamwork is like a jigsaw puzzle. Every piece matter, So does every Member.

- Concept: Run a campaign to personally thank members.
- Execution: Send a personalized email, a handwritten card, or even make a few thank-you phone calls to a segment of long-standing or highly-engaged members. A simple "We are thankful for your membership" goes a long way.

3. Member Spotlight Campaign:

- Concept: Dedicate time in November to publicly recognizing your current members.
- Execution: Feature a "Member of the Week" on social media or in your newsletter, highlighting their achievements, why they joined, and what they value about the organization. This fosters a sense of belonging and community.

4. "Sneak Peek" for Next Year's Calendar:

- Concept: Give current members a first look at the exciting events, programs, or initiatives planned for the upcoming year.
- Goal: This reinforces the value of renewing by generating excitement and anticipation for what is to come, anchoring them for their next renewal period.

Heads UP! A new membership application will be released in January, 2026 – watch for more information coming soon!

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