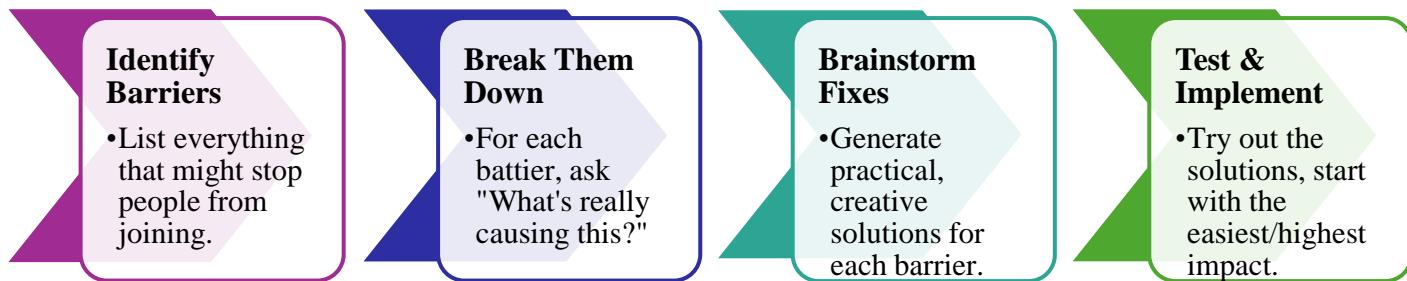


Break Barriers

No matter where you look, there will always be barriers. Rather than thinking of those difficulties as barriers, try thinking of them as challenges. Nothing is impossible! Many challenges can be solved by looking at them in a different way. List all obstacles preventing people from joining your chapter and then systematically solve them.



Step 1: List Barriers

- Membership fee feels too high
- People don't understand what the nonprofit does
- Events are not convenient (time/location)
- Sign-up process is confusing
- New members feel unwelcome

Step 2: Break Down Barriers

- High fees = Some people can't afford it, or don't see enough value in joining
- Lack of understanding = Marketing materials aren't clear
- Inconvenience events = They don't match people's schedules
- Complicated sign-up = Website forms are long, clunky. Petitions are confusing.
- Feeling unwelcome = No onboarding or buddy system

Step 3: Brainstorm Solutions

- High fees = Offer scholarships, "sponsor a member" program, or flexible tiers.
- Lack of understanding = Create a short, engaging video explaining mission/impact
- Inconvenient events = Rotate times (Weeknights, weekends, virtual)
- Complicated sign-up = Simplify to a 3-click online form. Discuss complications with Grand Chapter
- Feeling Unwelcome = Start a welcome committee or "buddy system" to pair new members with experienced ones.

Step 4: Implement & Test

- Pilot a "pay what you can" membership drive
- Launch a new 1-minute "What We Do" video on social media
- Schedule one Saturday morning family-friendly event
- Streamline the website form
- Recruit 3 friendly members as "Big Sister/Big Brother"