

# Possible Avenues for Increasing Attendance

1. Review your list of inactive members who could potentially be active and consider why they are not active. Develop a plan to contact them; figure out a primary contact that will help with their recruitment.
2. Annually conduct an activity with the purpose of re-activating non-active members.
3. Annually conduct a family-oriented event that is geared to increase active membership.
4. Evaluate recent initiates – are they coming? If not, contact them and stay in touch. Offer to meet and review the initiation if they felt overwhelmed by the evening.
5. Emphasize the importance of assigning a long standing member to a new member to acquaint them with protocol, to introduce them to other members, to sit with them, all to help them feel accepted, comfortable and wanted. Review the secret work and how meetings are conducted with new members so they are comfortable. Set up a mentor program. Give a new member a New Member Guidebook.

Remember you have a window of 6 weeks to 3 months to “activate” a new member or most likely they will be lost.

6. Form an active Calling Tree within each group to get members involved. Call a member that missed your last meeting and let them know you noticed and were thinking of them, call to ask if you can give a member a ride to Chapter meeting or a social event, or call to ask if they could help at the next meeting, for example be a greeter.
7. Develop and publish a group membership roster and make it available to all chapter members.
8. Be cordial and warm to each member at group meetings. A warm greeting sets the tone for a wonderful evening.

9. Send a newsletter with your meeting notice to keep members informed. Communication is very important.
10. Provide attendance recognition for coming to meetings. Everyone likes to be recognized. All attending the meeting get a ticket for a mystery prize.
11. Offer dinner or dessert / coffee before meetings to increase friendship and hospitality. Potluck dinners are easy and great.
12. Keep meetings well organized with a planned agenda and know parliamentary procedure to make meetings precise.
13. Hold a meeting in the afternoon, earlier in the evening or on a Saturday. Provide transportation to encourage the older members to attend the group.
14. Invite new members as guests at our Distinguished Guest Luncheon to increase their interest.
15. Stimulate interest in each other's groups and increase traveling by holding Group Exchange Nights. Go in search of what works for other groups.
16. Honor our loyal members who attend our meetings and help our group in ways other than being an officer.
17. Ask your local youth groups to present a ceremony or participate in a fun event. Bond with them by helping with their activities (Like a farm team)
18. Have special collations with a theme or planned activities following the meetings to increase interest in coming to meetings. Ask members for ideas that would interest them. These could be special and/or fun events such as: a local speaker from the community/ Police / Fire / Safety, demonstration of a hobby or craft, craft project with small fee for materials, a Roll Call Night where members tell who was the group leaders were when they were initiated, a genealogy talk, a review of Parliamentary Procedure, a CPR / First Aid course, bingo, games, or a mystery auction.

*REMEMBER TO: PLAN YOUR WORK AND WORK YOUR PLAN!*