Lesson Plan: Membership Growth & How to Conduct a Successful Membership Drive

Date: December 15 & 16, 2012

Written by: Fred Rogers

Type of Lesson: Power Point Presentation with audience participation

Length: 45-50 minutes

References: Department website, previous presentations from others

Classroom Requirements: Classroom setting with tables if possible

Handouts: A Step by Step Guide to Successful Post Membership Growth
          A Step by Step Guide to Conducting a Successful Membership Drive

Props Needed:
1. Membership Growth – Book “The Little Engine that Could” by Watty Piper, Brochure “Why You Should Belong”, example of written plan, example of 345 List
2. Membership Drive – 6’ or 8’ table, table cover, flag set, 2 roll-up billboards, “Why you should belong” brochure with printed how to contact information, form to capture data, Example of follow up letter

Audiovisual: Computer, large screen, PA system, with portable microphone

I. Introduction
   a. The power of positive thinking
   b. Objectives
      i. To be able to recognize the importance of strong leadership in membership growth
      ii. To emphasize the importance of a committee and a written plan
      iii. To impress the plan elements of Retaining, Renewals, Recruiting, Legion Programs and Communication
      iv. We will review what we have discussed

II. Body
   a. Why is membership growth important?
   b. What are the essentials to membership growth
      i. Training – learning
      ii. Leadership – get out in front
      iii. Mentoring – developing others
      iv. Motivating – be appreciative
      v. Monitoring – follow up
c. Post Commanders, through their leadership, must place a high priority on membership growth and achieving goals
   i. Clearly express positive expectations
   ii. The responsibility of each Post Member
   iii. Lead to success
d. Must have a 1st Vice with a positive attitude and committed to growth
   i. Status reports at all post meetings
   ii. Lead committee to success
e. Develop a Membership Committee
   i. Divide up the work – assign specific responsibilities
   ii. Involve the entire membership – “everyone recruits one”
   iii. Make it a “Family Project”
f. Develop a written plan – road map to success, simple and flexible
   i. What do we need to do?
   ii. How are we going to do it?
   iii. Who is going to do it?
   iv. When will it be accomplished?
g. Quote from Alice in Wonderland…there’s power in simplicity
h. Elements of a written plan
   i. Retain - #1 objective is to close the back door
   ii. Renew – set aggressive deadlines
   iii. Recruit – at all post activities, 345 list
   iv. Legion Programs - #1 easiest way to growth
   v. Communicate – “Spread the Word”
      1. External – insure the community knows what you are doing and why
      2. Internal – Insure the membership knows what you are doing, how they can help, and why

III. Evaluation
a. Are there any questions?
b. Ask the following questions
   i. What are your first 4 steps in being successful and attaining goal?
   ii. What are the five primary elements of a written action plan?
   iii. Effective membership programs are the result of what one thing?

IV. Review
a. Growth must be a priority
b. Have a written plan and work the plan
c. Develop a Membership Committee with a positive attitude that is motivated and committed to growth
d. Focus...Retaining, Renewals, & Recruiting
e. Support Legion Programs
f. “Spread the Word”...media and internal
g. Keep it simple, interesting and fun
Lesson Plan: How to Conduct a Successful Membership Drive

I. Introduction
   a. Objectives
      i. We will learn the important role that education plays in a successful effort
         1. 2-Minute Drill – Who is The American Legion?
         2. 2-Minute Drill- Why should I belong?
      ii. We will understand the dynamics of Making a Good 1st Impression
      iii. We will demonstrate how to set up an effective display
      iv. We will detail how to make a presentation
      v. We will discuss the importance of follow-up
     vi. We will review what we have discussed

II. Body
   a. Education is the first step to conducting a successful Membership Drive
      i. Learning 2-Minute Drills is an effective way to present
         1. Who is The American Legion?
         2. Why Should I Belong?
   b. The Visual Presentation – you don’t get a 2nd chance at a good 1st impression
      i. Dress to impress
     ii. Cover the table
     iii. Have a flag set displayed
     iv. Have the roll-up billboards on display
     v. Keep it clean and presentable
   c. The Greeting...make them feel comfortable to talk with you and share their life
      i. Stand out in the aisle
     ii. Greet visitors with a smile and introduction
     iii. Qualify their eligibility
   d. The Presentation
      i. Focus on the 4 Pillars from a local perspective
     ii. Ask probing questions – search for their “hot button”
     iii. Show a sincere interest in them
   e. The Close
      i. Remember you don’t have to wait until the end of the presentation to close
      ii. If you don’t sense a closing opportunity...ask
      iii. ABC...Always Be Closing
   f. The Follow-up
      i. Capture contact information on everyone
      ii. Follow up immediately with a letter
     iii. Phone call 7 days later to discuss benefits of membership
     iv. Show a sincere interest in them
III. Evaluation
   a. Are there any questions?
   b. Ask the following questions
      i. What is the first step in an effective Membership Drive
      ii. What will a great visual presentation insure?
      iii. Following the greeting what fact do you need to establish?

IV. Review
   a. Educate – 2-Minute Drills
   b. Visual presentation
   c. The greeting
   d. The presentation
   e. The Close
   f. The Follow-up