

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