

## **Membership Growth and Retention**

Membership retention is an ongoing process that ensures the survival of your campus group and increase the groups effectiveness in raising awareness about feminist issues on campus and in your community. This section will help your group retain your membership base while adding to it!

### **Involving Members**

After recruitment, the next task is keeping new members and your ongoing members involved! People are our most valuable resource. Our movement is only as strong as our members! Retaining members allows the FMLA to be pro-active, and a growing membership contributes to the success of valuable projects and events.

### **Welcome All New and Current Members to all Meetings and Events**

Welcome members and take time for introductions between new and current FMLA members. Give new members a brief history of the FMLA (founding history and past projects), especially if they join the group late in the semester. Provide all necessary materials and tell them what the group is working on, what happened in the last meeting, and the overall goals for the semester. Make sure they know how they can become active in the FMLA right away. But also constantly involve current members, too.

During general meetings and events, current FMLA members should be encouraged to talk to each other, but also talk to and involve new members. Create a mentor or friendship system where current FMLA members are each responsible for one or more new members. Members who are established within the group should call new members and current members that have not been activated yet to remind them about meetings, make sure they have materials, and try to find out their interests and the projects they would like to be involved in.

### **Use the Membership Form**

The Membership Form contains contact information and information about individual activists' interests. Use the Membership Form to learn about members' interests, strengths, and skills; look for ways they can get involved in the group.

### **Constantly Inform Members about Feminist Issues**

Make sure members are informed about key feminist issues and campaigns. Don't take for granted that everyone knows about issues or events. Try not to use jargon or initials. Take the time to briefly explain issues. Provide knowledge that you know will get them interested in being a part of a feminist group.

### **Get Members Active Early and Often!**

From the first meeting of the year through the end of the semester – make sure you have pre-planned activities for the meeting (from email campaigns to “Did You Know?” visibility events to skill shares). Getting new members active and involved immediately shows them that their help is needed. Members are attracted by activity, getting things done, visibility and success of events and campaigns.

### **When Members Miss a Meeting...**

Have alternative forms of communication set in place for members who miss an occasional meeting. Create a listserv or post meeting minutes to the FMLA website.

### **Have FUN!!**

Take time out to have fun and get to know each other. Plan pizza nights, have a movie night, organize a potluck, etc. Food at meetings is always helpful.

### **Abide by the decision-making process**

Establish a process by which keys decisions are made as a group. Meeting facilitators should make a conscious effort to let members and attendees participate fully in the meetings. Encourage people to volunteer.