



*The WMA Guide to:*

# **ATTRACTING NEW MEMBERS**

## **Purpose of this handout:**

To help local chapters navigate the recruiting process for growing their group the best way specific to their needs.

## **In this handout, we will:**

1. Prepare and Evaluate our WMA groups
2. Develop a Plan
3. Take Action
4. Welcome New Members
5. Get Everyone Involved

## Where are they?

*-A letter from the National WMA 2<sup>nd</sup> Vice President-*

It's 7:00 p.m. You had worked hard to prepare for the meeting. You had decorated and even cooked a chocolate cake to share with the ladies. Then you look around the room and it is the same faces. You had announced the meeting in church bulletin. You had flyers up all over and you even sent out postcards to remind them of the meeting. Where are those people you thought were going to show up? You can see the disappointment in the faces of the few people who always show up. They probably see the same expression in your face. You wonder if they are thinking what you're thinking. Why aren't there more people at our meetings? Why is it always the same few?

If you have ever thought these words then welcome to the club. How do you get people to join and stay **involved**? Why are you asking people to join? Why do you **need** them? Some reasons often given are: We can do **more** for the Lord if we have a bigger number of women. Those in authority won't listen to only a few of us. I can't **learn** as much by myself, I need the group. More private and personal reasons for you to recruit is because: I like to hear people's **stories** and I enjoy being with other women. Sometimes I learn **new** ideas when I talk to someone else.

Remember there will be times when recruiting will seem hard. People will not return your calls. They won't meet with you. The people you do meet will not do anything, or worse, will say they will and then not follow through. Then, other times recruiting will make a lot of sense and you will have a room full for your meeting. The best way to promote and recruit people for the Lord's work is through your personal contacts whether they are at work, football games, little league games, or at the grocery store.

They want to be appreciated for their talents and feel that they are valued by the organization. They like to make a contribution and a difference in their world. The opportunities to learn new skills or get education about family issues that interest them keeps them coming also. Most of all they want to feel a part of a team.

**Let's recruit them to play on God's team!**

# Just Ask

*A brief case study:*

About 5 years ago I joined a local non-profit organization. Since moving to this town, I always wanted to be a member, but I wasn't going to just show up suddenly. Finally, about a year later I happened to be sitting next to a club member. After talking for a bit, he simply asked, "would you like to be my guest at our next club meeting?" I was overjoyed! Of course I would! **Lesson 1: ask.**

I paid monthly dues, came to a meeting a couple times a month, but never really felt connected. Not many members talked to me and I pretty much ate by myself. Then an older lady approached me and asked, "would you like to do the weekly bulletin for us?" As a matter of fact, I would be honored! **Lesson 2: give members a purpose.**

Even though I had been invited, had something to do and now knew 5 people's names, I still didn't really know what this club was *actually* about. So they did a few community service projects from time to time and sat for an hour each week to eat and listen to a boring speaker. But, they had asked me to preside over this club although I didn't really know very much. After attending the world's largest training seminar for this club, I came home with open eyes and a new sense of community! This club was so much bigger than I ever imagined! **Lesson 3: inform.**

Sometimes we don't have members because we don't **ASK**. We don't have dedication because they don't **HAVE A PURPOSE**. We don't have enthusiasm because they aren't **INFORMED**. Let's take the effort to change the culture and increase awareness! As you go through this workbook, consider ways your local, district and state women's group can incorporate even more women in your outreach program. Look for ways to serve and for ways to give each woman a place to use her spiritual gifts!

# Step 1: Prepare and Evaluate Your WMA Group

## Ask Members

- Get other members involved
- See what their vision is

## Develop Goals

- Understand why you want new members
- Who are your target members?
- \*Note: just because they aren't in your target group does not mean they aren't valuable!\*

## Who Will Help

- **Organizer**-Some members are good planners, they can help prioritize
- **Promoter**-They can create print materials, online presence, and are usually creative
- **Reach Out**- Members that love to talk about why they love WMA
- **Welcomer**-help inform new members and make sure all feel welcome (greeters)

*Critical Question: How will you use this process to bring glory to God?*

# New Member Goals

WMA Name: \_\_\_\_\_

Date: \_\_\_\_\_

## To prepare for new members, we will:

- *Example:* develop informational postcards/bulletin inserts
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## Why do we want new members?

- *Example:* increase our impact, more people to help with service projects, disciple
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## What type of new members are we going to seek out specifically?

- *Example:* particular age range, retired, working women, educators
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## How do our current members feel about growth and development?

- *Example:* desire growth, recognize areas of improvements
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*Critical Question: How can your team seek God's plan for your group?*

# Membership Team

The most effective way to implement a growth plan is to have a team of women with specific duties to work together to accomplish the common goal. You can have more than one person in each category if desired.

## Organizer

*Someone who is good at organizing, planning and prioritizing tasks*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Promoter

*Someone who can create brochures, informational materials, manage photos and update internet presence/social media presence*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Reaching Out

*Someone who is good at talking to others about your group, reaching out and following up with prospective members*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Welcoming

*Someone who is a great encourager or welcomer, has a desire to reach out and include others*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Step 2: Develop a Plan

### Who

- Obviously women, but are there certain age groups lacking? Careers? Personality types?

### Where

- Start with inside the local church! Promote within
- Sponsor a community or church event and set up an informational booth
- Invite women to a service project you are planning

### What

- Consider the types of materials and way you will encourage others to join
- Are you on social media? Is it up to date?
- Create things that are brief and eye-catching to encourage others to come

### How

- Strategize how you will accomplish these goals
- Delegate different aspects (social media, print media, publicity, awareness)
- Encourage all current members to participate in some way

# Define Your Plan

Let's take a few minutes to write down how you will accomplish your plan. Think of the different aspects you need to have to help encourage growth and inform your local church about what you do.

**Who** are we targeting?

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How will we **publicize/promote**?

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How will we **educate/inform**?

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What **materials** are needed?

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How will we **follow-up**?

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## Step 3: Take Action

### Reach Out

- Talk it up
- Make a point to share what the women's ministry means to you

### Ask,Ask,Ask

- Most people respond best to personal invitation
- Ask them, "Have you ever wanted to be involved in a women's outreach ministry?"
- Let them know there are opportunities

### Stay Positive

- Remember, some may not want to join right now
- The more people you talk to, the more will come be a part

### Call/Text

- Communicate via text or phone before the meeting
- Remind and encourage attendees
- \*Note\* Please don't pester or nag though

### Welcome

- Personally speak to each lady
- Start meeting on time
- Follow agenda
- You don't have to tell everything about your group in one hour

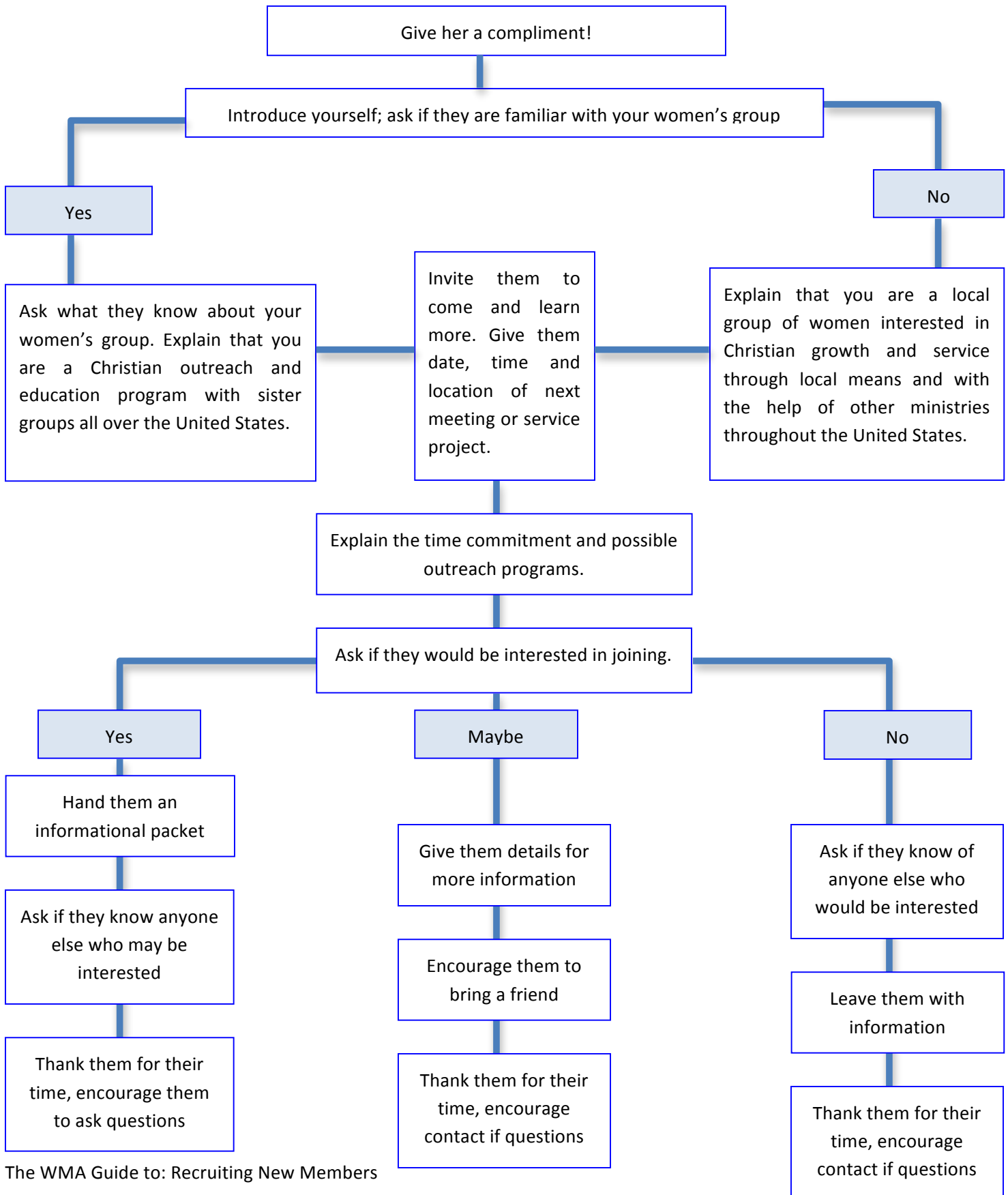
### Follow-Up

- Thank each for attending
- Make it personal when following up
- Make contact within 48 hours of the meeting

*Critical Question: How will this further God's kingdom?*

# Conversation Ideas

Have you ever wondered just how to talk to someone about your women's group? Take a look at the flowchart to help you get some ideas of how easy it is to approach someone and invite them to join!



## Step 4: Welcome New Members

### Tell

- Give them a brief understanding of the women's group
- Show through photos, video, social media what your local, district, state and national organization does

### Mentor

- Find ways to partner them up with a longer member to help them learn the ropes

### Ask

- Get feedback about what their needs are
- Do they have certain ideas about what women's outreach programs should do?
- Find ways to incorporate varying ideas from time to time

# Women's Outreach Ministry New Member Questionnaire

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Email Address: \_\_\_\_\_

Please add me to the Women's Ministry email list (event reminders and ministry information)

Best way to contact me: \_\_\_\_\_

**Please contact me when you need help with:**

*(check all that apply)*

Decorations

Greeters/Hostesses

Childcare

Registration

Retreats/conferences

Prayer

Food

Missions projects/events

Event set-up/clean-up

**We would love to get to know more about you!**

Please tell us anything about yourself that you would like us to know.

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## Step 5: Get Everyone Involved

A key ingredient to women staying actively engaged in programs and organizations is involvement! Actively find ways to let all women participate. Even “small” tasks help build dedication and community.

Watch and learn what each woman is good at doing. Some are great talkers and can **talk** up an event. Some are great at **social media** and can help promote your group through new-age publicity. Some are great at **teaching** and enjoy helping others learn more. Some are incredible **encouragers** and enjoy making others feel good.

Utilize different talents in your group to find **a place for everyone**. Remember the case study? Some people don't feel a strong tie to the organization because they don't feel like they have a place or are needed. Make it a point to make each lady feel welcome, needed and loved.

The WMA is the Women's Missionary Auxiliary of the BMA of America. The mission of the WMA is to foster Christian growth and leadership in women throughout our church through service, missions and Bible study. And to develop multifaceted women with an awareness and desire to carry out God's work in our world.

For more resources visit:

[www.NationalWMAofBMAA.net](http://www.NationalWMAofBMAA.net)

