

4 EASY STEPS TO MEMBERSHIP SUCCESS

- 1. ASK**
- 2. ASK AGAIN!**
- 3. ASK AGAIN and AGAIN!!**
- 4. REPEAT STEPS 1 through 3!!**

People join because

- √ **Someone asks**
In case after case, not-yet-members indicate they were never asked to join.
- √ **Peer pressure**
Peer pressure is a strong recruiting device. When people realize they are among only a few “not-yet members”, they often join to become an accepted part of the group.
- √ **Association successes**
People want to participate and to support the organizations that provide them with improved benefits, working conditions, and security. Give them that opportunity.
- √ **It’s the thing to do.**
Joining means *doing for yourself what you couldn’t do alone!* It’s the best way to work together to solve a problem.
- √ **The Association cares.**
The many negative attacks on public education continue. People know that the Association cares about you and speaks out effectively in promoting public education.
- √ **Membership recruitment is a positive activity – everyone pulling together to make things better. Have fun!**