***MEMBERSHIP IDEAS***

*ADFAS society committees work very hard at promoting ADFAS, finding new ADFAS members, and giving current members the best possible ADFAS experience. The following notes are just a compilation of what we all already do, set down as ideas and strategies. Additional suggestions are always warmly welcomed.*

***Recruitment:***

* *Go to where the target audience is: home, retail & services outlets, leisure venues:-*
* *Radio, TV, local press.*
* *Leave brochures / posters/ bookmarks in boutique shops, hairdressers, vet, GP and railway station waiting rooms, galleries, members’ lounges, coffee shops, theatre foyers, community learning centres, adult education centres, bookshops, libraries.*
* *Secondary Schools newsletters offering special student rate. Parents will read it.*
* *U3A, Rotary or Probus branches might offer a time slot for a presentation at one of their meetings—especially if you ask. Waive the joining fee for anyone who signs up at the time.*
* *Sponsor, or co-sponsor, an ADFAS ‘preview’ event open to everyone at a local art gallery/museum or a similar space. (Holding an ‘ADFAS Sampler’ at the local art gallery would mean that the gallery would invite everyone on their mailing list. Result!) Recruit someone with a public profile to speak. Invite chairmen of similar organizations and ask them to email their members about the event. If you hold it in the afternoon you won’t have to serve wine. Or consider a 9.30 time slot to catch parents who have just dropped the children off at school. Waive the joining fee as above.*
* *Sponsor, or co-sponsor, the opening of exhibitions by offering to email members/ provide wine/ sandwiches etc.*
* *Digital Media: Most local councils have web pages for local arts events and organizations. Some have ‘information for new residents’ pages. Post a link. Use social media – Facebook, Instagram etc*
* *Include photos and member testimonials in promotional material*
* *Space permitting, invite local artists to set up a mini-exhibition at the lecture venue. Make sure they leave with plenty of brochures.*
* *Keep at it. Regularly top up promotional material wherever it has been distributed. Have a mid –year recruitment drive offering half price membership.*
* *Use your members as your best word of mouth publicity agents. Be really welcoming to guests and new members – do not leave the latter alone! Thank members for bringing in guests and new members. At the post lecture social, ask one, or more, member(s) specifically if they know of any prospective member that you could send some information to.*
* *Have a thermometer ‘visual’ at meetings showing progress to membership target number but be wary of sounding needy. ‘It would be great to get more members because then we could....’ rather than ‘We’re a failing group'*
* *Have an annual ‘launch’ of your program open to all and in a public forum. Advertise in media and invite the press, members and their guests, targeted arts industry professionals and perhaps a guest speaker.*

***Retention:***

***Create a sense of belonging to a community. We are a society, and in it together:***

***New members****:*

* *Welcome letter & joining pack (include extra copy of brochure, bookmark/fridge magnet (if printed)*
* *Welcome to ADFAS party—invite previous year new members as well as long standing members*
* *Buddy system*
* *Newsletter recognition: New members notice board*

***Renewing members:***

* *Welcome back/ thank you upon renewal, and party bag as above. Extra recognition for milestone members. For example-mug for 5 years, tote bag with printed ADFAS image for 10 years, etc.)*
* *Acknowledge members on arrival—channel your inner vicar and position a committee member or chairman to say hello as members and guests enter the auditorium*
* *Have a pre-lecture slide show with information on upcoming events, committee member introductions, and ADFAS travel*
* *Send regular reminders prior to lectures*
* *Send out regular friendly newsletters*
* *Include snippets & images about a relevant artwork whenever emailing members*
* *Offer an incentive for ‘early bird’ renewals – eg free guest pass*
* *Take email addresses of all guests and include in all email updates*
* *Waive the guest fee for new memberships taken out at the last lecture of the year*
* *If members have attended 4 or less lectures in the year, offer a free guest pass in their renewal pack ( This is easier to implement if a record is kept of attendance)*
* *Put members who might be interested in car sharing in touch with each other*
* *Give members a sense of ‘ownership’ with a comments box/ rate this lecture card. Incorporate a feedback facility if you have your own society website*
* *Keep the annual programme varied, including a variety of events, special speakers, etc. Not all members attend the full lecture series so there needs to be enough else going on to keep them engaged. Introduce fresh initiatives to keep it mixed up and avoid ADFAS fatigue.*

***Non-renewing members:***

* *Send a ‘We miss you’ email asking for candid feedback about why they are leaving and what would entice them back*
* *Keep them on the mailing list-unless specifically requested otherwise-and include in newsletter distribution and annual renewal drive.*

***The Pitch:******ADFAS******is relevant and makes a difference.***

* *Connect with the Arts: Arts education made easy*
* *Connect with people****:*** *Social engagement on tap*
* *Possibilities and opportunities opened up to the younger generation*
* *Added dimension to rural living, readymade community brings people together in a metropolitan environment*
* *Ethical society—not for profit.*
* *Value for money*

*Please feel free to contact the Association Executive at any time for help, advice or practical assistance. Membership matters!*