

# CWRT MARKETING OPTIONS

More ideas than you can swallow...





## Get Help from Current Members

### Host a “bring a friend” meeting

- Encourage members to bring someone. This could even be a recurring event so that new members are continually bringing new friends!

### Reach out to former members

- Some people might be ready to come back.

### Encourage members to share your newsletter

- Especially if they’re featured in it!



## Get Help from Current Members

### Invite members' families to events

- Spouses, siblings, parents, and (grown-up) children are all potential members (depending on the type of membership you offer).

### Help members develop an "elevator speech" about their membership

- Why are they members? What's the biggest benefit of membership? Can they explain the purpose of the CWRT?

### Ask your members for recruitment ideas

- They may have an idea you haven't thought of before or know about opportunities within their own social networks.



## Get Help from Current Members

### **Offer CWRT business cards to your members**

- It's an easy way for them to point people to your CWRT and share more easily with their network.
- Ensure that the cards have a line for the referral source, so the member gets credit for referring someone new.

### **Offer an alternate meeting time to attract people with different schedules**

- Is your meeting time leaving out a whole group of people, like those with 9-5 jobs or early bedtimes?
- Switch up your offerings to attract more people.



## Get Help from Current Members

### **Volunteer as a group**

- You'll get to do good as well as meeting other volunteers in your space.

### **Coach members on creating a welcoming experience**

- Getting potential new members to attend meetings is only half the battle! Remind current members to greet newcomers and avoid CWRT jargon when there are visitors.

### **Ask members to list their membership in their professional bios**

- It gets your CWRT name in front of more people, builds your organization's prestige, and reminds members to talk about it.



## Get Help from Current Members

### **Create an invitation email template your members can use**

- Make it easy for members to send invitations by doing most of the work for them.
- Create a paper-based pamphlets or member application forms, or boiler-plate text that current members can copy-and-paste into emails or Facebook messages that they send to colleagues.

### **Give members a button or pin and encourage them to wear it**

- Make sure it's stylish so members will be more likely to wear it, and people will ask what it's about.



## Get Help from Current Members

### **Conduct exit interviews with departing members**

- When you know why people are leaving, you can start figuring out ways to keep them

### **Create perks for CWRT members who recruit new members**

- Little perks and freebies can really motivate people.
- Think about gift certificates, a shout-out at your next meeting, or even reserving a coveted parking space for members who bring in new blood.

### **Create a promotional video**

- Members can share it with their contacts, and you can share it on social media.



## Get Help from Current Members

### Thank your members regularly

- Create a video thank-you message from the leader of your organization, and publish it video on your website, your social media profiles, and your email newsletter.
- Each year make a list of all the events, services, and educational opportunities that were made possible by your membership fees. Publish the list on a separate page on your site, and link to it on a regular basis in your online content and email campaigns.





## Get Help from Current Members

**Host a yearly event to say “thank you” to your members.**

- Consider a member brunch, picnic, pool party, or other fun gathering.
- **Write handwritten thank-you notes to your members.**
- In our digital age, a personalized note is even more meaningful and memorable.



## Get Help from Current Members

### **Assign especially engaged members a “recruitment role”**

- You can also hold special recruitment meetings to give these members tools
- Encourage them to recruit new members – or give them a few minutes in every meeting to announce their results and ask for help.

### **Consider a strategy to target a handful of classmates from each year’s graduating class via Linked-in**

- By leveraging the personal relationships among classmates, the alumni association was able to grow its membership significantly.



## Get Help from Current Members

**Among your target members, what kind of individuals would make great recruiters because of their personal/professional networks?**

- You can grow your membership exponentially if you can find a way to enlist these members.

## **Film member stories and testimonials**

- Publish them to your website and social media so you can give prospective members a visual reminder of just how engaged your current members are.



## Get Help from Current Members

### **Personally, follow up with every prospect**

- Follow up with each prospect personally and ask them if they want to join... Probably about 95% want to join after that."

### **Launch a direct mail campaign**

- If you can acquire a mailing list, or if you reach out to lapsed members, you might see success!

### **Launch a telephone outreach campaign**

- Reach out to all the prospective members in your contact database one by one over the phone.



## Website Recruitment Ideas

### Create a CWRT website

- If your potential members can find you online, even a simple site can do the trick!

### Add a "Join Us" section to your website

- People need to know you're accepting new members and how to join you.
- Include convincing elements like testimonials from current members and the benefits of joining your organization.

### Set up Google Analytics or link tracking using Goo.gl or Bit.ly

- This will help you find out the most effective methods for getting new website traffic so you can double down on them.



## Website Recruitment Ideas

### **Make online registration as easy as possible**

- Include an online registration form on your website so anyone will be much more likely to register than if they a paper form.

### **Refine your member benefits**

- Make them as clear and enticing as possible in your website copy so that prospective members can't help but be impressed.

### **Create a MEMBERS ONLY section on your website**

- Including a section on your website that normal visitors can't see can help generate interest – they'll come across it and wonder what more they're missing out on.



## Event Recruitment Ideas

### **Offer one event a year at your 'members-only' rate.**

- If you usually have one rate for members and another for non-members, pick one signature event and offer it to anyone at the members price.
- This is a great demonstration of the kind of value they will get if they do decide to join.

### **Invite guests to meetings**

- Let prospective members see what they're getting into by inviting them to your meetings.



## Event Recruitment Ideas

### **Create a WELCOME PACKET for guests**

- Include things like the mission, calendar, and contact information, as well as information about becoming a member.

### **Follow up with guests**

- Send a postcard or make a phone call thanking the guest for attending and asking to consider membership.
- Sending out a post-event survey can also help you see what went well and what you can improve for next time.

### **Sponsor a local event**

- Include your CWRT name and logo on promotional materials, and make sure event organizers have your CWRT information for anyone who asks.





## Event Recruitment Ideas

### **Give a talk about your CWRT at other organizations**

- Share your mission and activities with other civically minded people.

### **Host activities for members and non-members alike**

- A group activity is an excellent way to meet new people. Something like a beach cleanup or community service projects can attract a wide range of prospective members.

### **Walk or build a float for town parades**

- You'll put your CWRT in front of the whole town – and look good doing it!



## Event Recruitment Ideas

### **Host seasonal meet-and-greets with a fun activity**

- Think about a fall hayride, a winter hot cocoa party, a spring nature walk, or a summer ice cream social to attract new members.

### **Have a booth at a fair or festival**

- Give volunteers talking points to introduce your CWRT to the community.

### **Have a meeting in a public location like a park or square**

- It draws attention and is a low-commitment way for curious potential members to check you out.



## Event Recruitment Ideas

### Host a guest speaker

- Guest speakers attract non-members who share your interests.
- TED has employed a strategy of powerful talks of 18 minutes or less and now have over two billion views on their YouTube channel.
- Use the CWRT Congress' *SPEAKER REGISTRY* for great speakers.

### Host a charitable event like a run or walk

- You'll raise money for a good cause and introduce your CWRT to new people who also support the cause.



## Event Recruitment Ideas

### **Host a business spotlight event for local businesses**

- Local business owners will learn about each other, and about you!

### **Hold diverse events to appeal to a variety of age groups**

- If all your events appeal to one group of people, mix things up by hosting an event to appeal to a different one.



## Event Recruitment Ideas

### Host a free luncheon

- Never underestimate the power of free food to bring people to an event.
- For example, "Taste the Roundtable" free luncheon for members.
  - All members need to do to attend is bring a non-member friend.
  - Encourage members to attend by giving them \$X if their friend ends up becoming a member.
- Besides providing a delicious lunch, give a 30-minute presentation at the end, which talked about the benefits of joining the organization.



## Event Recruitment Ideas

### Host a charity fun run or cycling event

- New participants have the option of paying an additional \$X to become a member (a % member discount).
  - Be sure to beef up registration forms with an overview of the CWRT and testimonials from a few current members.
  - There is great publicity in the funds you raise for charity.
- A FUN RUN is almost as popular for small nonprofits to maximize funds, increase member participation, and minimize coordination costs.



## Event Recruitment Ideas

### Host your annual meeting in a new location

- Every year chooses a new venue to host your annual meeting.
- This allows the new venue to advertise themselves and the event.
- During the event, promote the benefits of joining the organization.



## Event Recruitment Ideas

### Consider attendance options

- Are your attendance requirements onerous? Experiment to see if a more flexible policy is more attractive.

### Host low commitment meet and greets at a local coffee shop

- Invite prospects to come for a coffee on you, simply to learn about your CWRT and meet your members.





## Digital Marketing Recruitment Ideas

### Experiment with Facebook or Google ads

- Online advertising can target demographics precisely.
  - That puts your CWRT in front of the people who are most likely to be interested.
- If you're a registered nonprofit, you can also apply for a **GOOGLE AD GRANT** of up to \$10,000 yearly.

### Create a content marketing strategy

- Starting a podcast, creating a webinar, or writing articles on topics of interest to potential members
- Sharing them out can help generate more interest in your organization.



## Digital Marketing Recruitment Ideas

### Start focusing on SEO

- SEO, or Search Engine Optimization, is the process of optimizing your website so that it's more easily able to be found by Google.
- There are guides to learn how to achieve optimized searching results

### Create a complete Membership Funnel

- Give potential members offers at every stage, from those who are just starting to learn about your organization to those who are already on the fence about joining



## Digital Marketing Recruitment Ideas

### **Create an email marketing campaign**

- Once potential members have come to your website, ask them for their email in exchange for something they want (e.g., a book or pamphlet).
- Then, continue emailing them with ideas and tips so that they can see the value of joining your organization.

### **Create retargeting ads**

- Ever wondered why you keep seeing ads for the same store online after you visited their website? Those are called retargeting ads, and you can set them up too for your organization!



## Digital Marketing Recruitment Ideas

### Send a win-back email to lapsed members

- This can also include a discount or other incentive to rejoin.
- You can also ask them for feedback regarding the reasons they left, which can help reduce your churn overall.

### Create an online community

- Make it easy for others to find and join for free, then add other incentives to join your organization. Facebook Groups are great for this!

### Run online promotions during peak sales times

- Host a Black Friday sale and promote it across your social media channels.



## Social Media Recruitment Ideas

- **Create a LinkedIn profile for your organization**
- This is particularly good for professional associations. If your members can add you to their professional profile, your organization can more easily attract other people with similar interests.

## Create or update other social media accounts for the CWRT

- This will help prospective members find you, and let current members easily share about the CWRT with their friends.
- Facebook is a big source. By using a public Facebook page, and finding prospective members in various groups, you can reach out to them directly.



## Social Media Recruitment Ideas

### **Encourage members to share CWRT activities on social media**

- Create a photo release package so that you get permission to tag them in pictures. This will ensure the photos show up in their friends' feeds as well.

### **Create social media packages for members comprised of graphics, posts, links, and resources they can share**

- People are much more likely to share out your information if you've given them a clear plan on how to do so.



## Social Media Recruitment Ideas

### Use emotional storytelling

- For example, how does the Civil War continue to affect you, your family, your community or your country?
- Put that emotional story on Facebook and invite new members and/or donations.



## Traditional Marketing Recruitment Ideas

### **Put up flyers around town**

- Look for community bulletin boards and high traffic spots like grocery stores and coffee shops.

### **Create an informational brochure about your CWRT**

- Include the CWRT's mission and activities, as well as contact information.

### **Place CWRT materials at related businesses**

- If you're a group of knitters, put your information at the yarn store. If you're a bunch of sportsmen, put up a flyer at the bait and tackle shop. Think about where people who share your interests are likely to be.





## Traditional Marketing Recruitment Ideas

### Share **CWRT** information with new residents

- Do local realtors give welcome baskets when someone moves to town? Ask to include your CWRT information.

### Announce **CWRT** meetings in local newsletters

- Look for neighborhood and special interest newsletters, whether online or on paper.



## Traditional Marketing Recruitment Ideas

### **Put all meetings on community calendars**

- Usually, you can submit your information quickly online, and get listed quickly.

### **Submit your CWRT information to local directories**

- Your chamber of commerce or other local groups may publish a directory – list your organization!

### **Place an advertisement in the local paper**

- Paid advertising can pay off if you select publications potential members read.



## Traditional Marketing Recruitment Ideas

### Put a PSA on the radio

- Let the community know about your CWRT or its events in a short radio message.

### Send media releases to local outlets when your CWRT completes a project

- Learn to write a press release so you can attract media attention to your CWRT.



## Networking Recruitment Ideas

### **Network with other CWRTs**

- Work together to increase your visibility. Consider hosting a CWRT mixer to get to know each other.

### **Visit a Chamber of Commerce meeting**

- Connect with your local movers and shakers – some of them are looking for CWRTs to join or will be willing to share your information with others.

### **Introduce your CWRT to local businesses**

- Send a letter or stop by and introduce yourself.
- Bring along your informational brochure and CWRT business card.



## Networking Recruitment Ideas

### **Introduce your CWRT to local government**

- Send a letter or make an appointment to introduce yourself and share your informational materials.

### **Put up a stand at a conference in your community**

- Put up a display booth as a vendor at events that potential members attend.

### **Reach out to universities and colleges in your area**

- Students may be interested in joining, or you can partner with them for events.
- You may even be able to offer this as a member benefit.



## Organizational Recruitment Ideas

### **Put up a sign at your meeting place**

- It's amazing how many people discover organizations by simply walking or driving past their sign.

### **Report on your membership numbers and goal progress**

- Keep the members up to date on how recruiting is going to motivate them to help.

### **Consider the affordability of dues and events**

- If costs are a barrier to potential members, try tiered membership or special rates.
- Reorganize your membership model to reflect the value of different levels.



## Organizational Recruitment Ideas

**Make sure your contact information is up to date on national and organization-wide directories**

- Often these are posted and then forgotten. You may have information out there that isn't correct.

**Remove barriers to attendance**

- Think about what might stand in the way of joining and try to resolve those issues. For example, you could meet near public transport, or provide childcare to members during meetings.

**Create a CWRT bumper sticker**

- Put your name out on the road!



## Organizational Recruitment Ideas

### Consider membership tiers

- If full membership requires too much commitment, maybe a lesser commitment (with fewer privileges, but also lower dues).

### Offer a trial period for new members before they pay dues

- If there's no cost for trying it out, potential members may see how much they like your CWRT.

### Create a membership drive budget

- Ads, events, and promotional materials all cost money.
- Prioritize your membership drive by budgeting for it.





## Organizational Recruitment Ideas

### **Offer online registration and payment**

- Make it easy to join your organization by eliminating forms and checks

### **Give away something free to new members**

- The chance to win a prize always attracts interest.

### **Create a structured yearly recruitment plan**

- Check out the Boys Scouts of America for an example of what this could look like.



## Organizational Recruitment Ideas

### **Create new programs that might entice more diverse members**

- For example, create a mentorship program for new members.
- Create a feedback program that reviews new books, magazines or documentaries.
- Offer educational courses to youth or service organizations

### **Make membership free**

- Make your membership completely free or by donation
  - Ask everyone to donate \$25 or \$50 to pay it forward for another
  - You may be surprised that when "it's free", your donation campaign can thrive.



## Organizational Recruitment Ideas

### **Designate a Welcome or Membership chairperson**

- Increasing membership is a worthy effort, so appoint a team captain to head it up.

### **Set a membership goal**

- A concrete goal encourages members to recruit new people and puts everyone on the same page.

### **Talk to other similar organizations to see how their membership efforts are going**

- Offer two-fer memberships
- Develop co-sponsored projects or programs
- Find other ways to collaborate



## Organizational Recruitment Ideas

**Use Membership Management Software to automate your admin tasks and free up your time for member engagement and growth**

- Once no longer having to devote so much time to managing members, you can develop better member recruitment ideas.

**Track how new members join**

- That way, you can assess the effectiveness of your membership recruiting activities.
  - Cut ineffective ways
  - And resource effective recruitment efforts



## Organizational Recruitment Ideas

### Create better benefits and resources

- For example, collaborate with local businesses and create a membership card that gives members a X% discount.
- Though this sort of program may not be viable for all organizations, it makes a strong case for creating value for members.
- What can your organization do to make membership valuable to potential members?



## Organizational Recruitment Ideas

### Look into points of friction or contention for new members

- Discontinue having prospective members fill out a paper application and mailing it.
- Shift to online applications that return a membership card and name tag.



## Unconventional Member Recruitment Ideas

### Find a **STARVING CROWD**

- Find a market of people needing something and give it to them (in relation to your type of organization).
  - For example: If you're a sailing club. Don't offer sailing lessons; offer an exciting weekend adventure.
  - For example: If you're a writing association; offer the blueprints to becoming a bestselling author.
- What will be your CWRTs hook to bring in a starving crowd?



## Unconventional Member Recruitment Ideas

### Stop doing anything to get new members

- Instead, focus efforts entirely on your own members.
- Pour all your marketing resources into giving current members a better experience – and let word of mouth take over.

### Offer discounts to members only

- This works as an ad for membership to prospective event attendees to become members to receive the discount, too.
- You can even include some math like “Thinking of attending 3 or more events? Become a member to save XYZ...”