**EDUCATING AND ENGAGING NEW MEMBERS WORKSHOP**

Biomimicry was used to compare and contrast the female led bee colony to Soroptimists. All solutions can be found in nature, we just need to look and listen. The bee colony adapts and members can change roles as needed. Nurse bees are bursting with support and joy to mentor the newborn bees. Foragers are the honeybees who are greeted at the hive's entry and offload their pollen. Guard bees constantly watch out for risks. And you know what drones need to do with their queen.  Bees are not self-serving. All members of the hive are equal. Their decision making process is democratic with majority rule. No information is held back. The survival of the hive depends on everyone succeeding. A difference between bees and humans is that we have choice and free will. By helping women and girls locally and world-wide, united we are able to stay strong, adapt and evolve to support generations to come.

**WHAT DOES YOUR CLUB DO WELL TO ENGAGE & EDUCATE MEMBERS?**

**ONBOARDING NEW MEMBERS**

* Assign a mentor to reach out to the new member at least once a month for their first year.
* Take a Crawl/ Walk/ Run approach
* Hold a special new member tea.
* Introduce new members to other members in their profession, even from other clubs.
* WHAT SHOULD BE IN AN ORIENTATION PACKAGE?
* Have an onboarding package either printed or available electronically.
* History - local club, NAR region, SIA, SI
* SIA 101
* Timeline including Day 1
* Committees- What is their purpose?
* Duties of officers/ committees
* Explain why a member should join a committee.
* Explain what being an officer entails.
* Provide programs explanations.
* Dues: provide detailed breakdown of where their money goes to support the club/ region/ federation.
* Ask: Where do you see yourself in the organization? How do you get the experience to get your goal? What matters to them? Where could they fit in best in the club?
* Explain what fundraising allows us to do: more program costs (LYD Awards, DIBI experiences for girls, etc.) and operational costs.

**ENGAGING & EDUCATING CURRENT MEMBERS**

* Plan fun gatherings.
* Have printouts about programs on tables at every meeting.
* Encourage members to add Soroptimist leadership roles in their LinkedIn profiles for public awareness and branding.
* Request a proclamation from elected officials and present it at a special event.
* Have a fun, short Ice Breaker at gatherings.
* Maintain communications and mentorship to LYD awardees.
* Periodically reinforce at club meetings or communications:
* Remind members about upcoming events.
* Ask for help on upcoming events – planning, bringing promo materials or decorations, advertising.
* Reinforce Mission & Vision statements regularly at meetings.
* Share SIA key talking points.
* Provide dues break down of how their money supports club/ region/ federation.

**MEETING POTENTIAL NEW MEMBERS**

* Fun popular events for young adults such as corn hole and trivia night.
* For moms - have gatherings while kids are in school or provide babysitting with the sitters earning school volunteer hours. Some schools have volunteer time as a requirement for graduation.
* New retirees are a great target audience.
* Make regular Facebook (or other social media) posts about great things your club or members have done for positive public awareness.
* Advertise events to the public using Instagram, Eventbrite, Facebook, My Neighborhood, The Patch on-line news or other popular local social media applications to meet potential members where they socialize.
* Add humor and make sure people are enjoying themselves.
* Offer dues stipend.
* Offer accepting dues paid quarterly or monthly rather than annually. $X/ month may be more manageable.
* Be very welcoming and inclusive at events.
* Ask your whole family.
* Invite potential new members in pairs.
* Have a fun, short Ice Breaker at gatherings.
* Be open to new ideas of new members and try to implement them with the new member’s input.
* With club’s funds, offer free 1-year membership for LYD awardees and Women Helping Women/ Ruby Award awardees.
* Maintain an email distribution list with people in the community who have expressed interest. Regularly invite them to events.
* For public awareness and membership recruitment, set up table top with branding material, handouts and visuals at events that are women-focused.
* Some people are seeking to be a non-profit board member.
* For any membership drive, expect 5% - 10% to join.
* Consider everything a club does can be a membership event.
* Have an event at a store where participants receive a special discount that day/ evening. Could be a shop a member owns, a women owned business, favorite boutique or a thrift shop, for instance. Have refreshments.

**WHAT CAN THE REGION DO FOR CLUBS?**

* Offer opportunities to have fun!!!
* Provide occasions for fellowship/ friendships/ comradery in our shared mission
* Provide venues and communications to make members feel more connected.
* Have more communications.
* Region & District Secretaries: keep providing valuable information to Presidents/ Treasurers/ members.
* Create & make available an orientation package template.
* Celebrate anniversaries.
* Work on membership retention.
* Provide pillar metrics regularly to increase accountability of officers and chairs.
* Offer rewards based on points.
* Offer on-line personalized learning for leadership, pillars, special topics.
* Offer professional development outside of our day jobs.
* Help with making chartering a new club process easier.
* Utilize NAR’s TCN "resource network" services for clubs.