

What are the important “selling points” for becoming a member of the Society?

- Genuine spiritual fellowship
- Mentoring new educators
- Professional growth
- Scholarships
- Personal enrichment
- Travel to conferences and conventions
- Forefront of education
- Movers and shakers
- Emergency fund – disaster relief and support
- Opportunity to be published
- Networking
- Mini grants
- Leadership training
- Leadership opportunities
- Helping others in the Society and in the community
- Support system
- A place where you get to show/practice your expertise
- Worldwide diversity in experienced educators
- Insurance (in the U.S.)
- Built-in support group and assistance when moving to a new area

What are creative ways to nurture members?

- “We care about you” committee for taking care of sick members
- Celebration of birthdays – birthday cards
- Rides for those who cannot drive themselves
- Baskets for new teachers (treats, supplies – always chocolate!)
- Baby-sitting for members with children
- Volunteers to help with “big project” deadlines for working educators
- Mentoring of new members by introducing them to the group
- Involving new members by putting them on committees
- Encouraging snowbirds to attend meetings to bring new ideas to their own chapter
- Mentoring the members you sponsor
- Thinking-of-you cards for elderly members
- Including as many members as possible in the program and the meetings

Recognition of outstanding projects/programs done by the working educators
Member survey to see what members want
Meals on Wheels for members who need assistance
Clarification of the roles of committees to encourage ACTIVE participation in them
Committee members sit together as recognition for their work
Most of the committee work is completed at one meeting, rather than multiple meetings
Variation of meeting times and places
Visitation to other chapters to meet members from different areas
Invitation to non-members to attend meetings and events
Make meetings important – provide a reason for attending
Providing program topics ahead of time
Time for fellowship at all meetings
Ensure that members know that they were missed – in a positive way
Members are called about meetings – personal touch is so important – phone tree
Carpooling with older members
Greet every member at every meeting with a warm welcome
Solicit member input and listen
Newsletters for continuous contact with members

Where do you look for new members?

Honor first- and second-year teachers at a spring meeting – meal, small gift of educational item – share Society information
Invite non-member educators who participate in state-organization-sponsored writing contests
Look for prospective members at professional meetings; invite them to meetings; recommend them for membership in chapters in their own areas
Consider daughters, daughters-in-law, nieces of members, relatives and friends
Sponsor a general educational meeting with outstanding speaker – provide Society information
Contact former members about reinstatement
Direct prospective members to website – international and state – share newsletters
Talk about member benefits – scholarships, grants
Talk about the philanthropic opportunities – helping others

Remember that substitute teachers are an important piece of the educational community

Members who are substitute teachers can keep their eyes open for prospective members

How do you attract young professionals to membership?

Provide issue or project-oriented meetings

Provide short-term activities that can be done off-site, at home, individually

Emphasize scholarships and grants available from the Society

Emphasize the fact that members are great mentors and supporters

Provide child care at meetings for young moms

Invite 2 (or more) at a time so they have a “buddy”

Relevant programs are essential

Network with volunteers

Invite new educators to present a program

Visit a school and introduce your chapter

Adopt a school – act as volunteers to educators there

Attend the new teacher induction meeting

Sponsor activities such as children’s storytelling, poetry competition – as a contact to teachers

Invite the superintendent and school board members to discuss educational issues

Provide personal support programs for new educators

Programs about women’s health issues/legislation – programs for all ages

Donate to a beginning teacher’s library

How do you respond to “I don’t have time”?

Remember that TIME is important to everyone, so make efficient use of time: use an agenda, start on time, be organized, and use Parliamentary Procedure to keep control of meetings and discussion.

Utilize segmented meetings for those who have limited time to attend

Advertise program topics ahead of time

Make meetings important and provide a reason for attending

Solicit member input and listen to needs concerning time

Don’t “penalize” members for missing meetings; just welcome them when they are able to attend.

Welcome members, even if they can stay for only a part of the meeting.