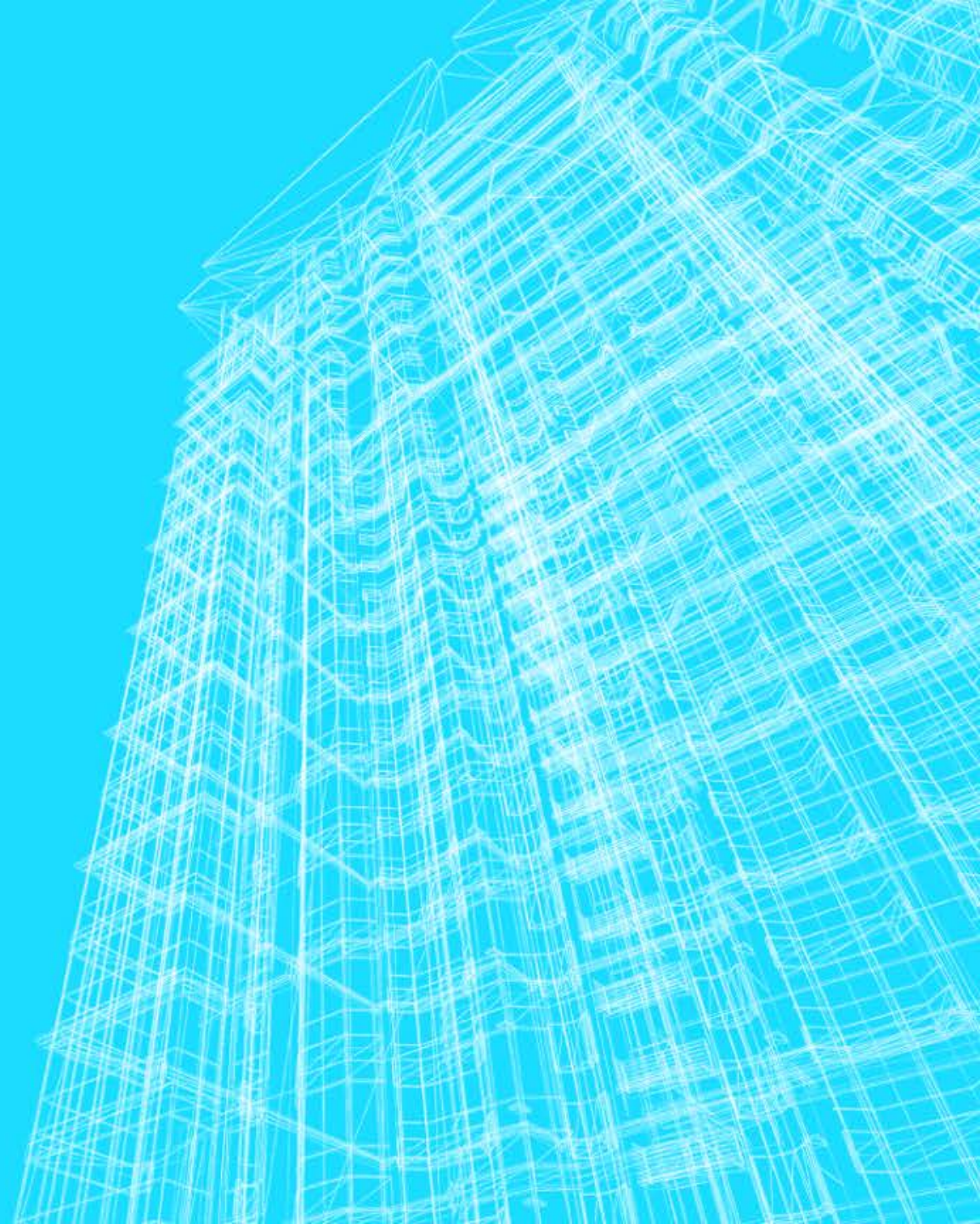


GROWING MEMBERSHIP

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MEMBERSHIP GROWTH: INTRODUCTION

Before we begin, ask yourself these questions:

- Why grow membership?
- How big is your organization today? How big do you want it to be?
- Is there such a thing as too many people?
- What does your organization currently do to grow membership?
- How does your org welcome new members?



GROWING MEMBERSHIP

- Growing membership is key to organizational success
 - Consider the makeup of your organization in terms of class
 - How many Freshman, Sophomores, Juniors, and Seniors does your org have?
 - It's important to have a relatively even number of each class to ensure long term success and natural growth within the organization
- Do you provide younger students with an opportunity to grow?
 - Consider putting younger members in important, but safe, positions
 - For example, consider having a new member join a committee or two. Perhaps they can even lead the committee.
 - Are elections open to everyone? Allowing younger members to get into officer positions can be important for gaining valuable leadership skills



MEMBERSHIP IN YOUR ORG

- How big is your organization and how big do you want it to be?
 - Some organizations thrive when they have 50+ students. Others are more comfortable with 10-20 or less. Remember your organizational impact isn't defined by the number of people you have, rather than the good that your organization does. Consider the pros and cons of having different numbers of membership
- Set membership goals
 - Consider the following goals
 - "We want to increase our membership by 20 students"
 - "We want to increase our membership by 25%"
 - "We want to grow our membership by the number of people graduating"
 - See the next slide for discussion on these statements



MEMBERSHIP GOALS

- “We want to increase our membership by 20 students”
 - Many orgs set goals by defining a number that they want to increase by
 - 20 students is a lot of students, therefore 20 may not be a great number for everybody
 - An org that has 60 students will have a better chance of getting 20 new members than a group that has 7 students
- “We want to increase our membership by 25%”
 - For smaller groups, using a percentage might make more sense
 - Be sure to adjust your percentage based on your overall goals
- “We want to grow our membership by the number of people graduating”
 - At minimum, it is recommended to replace those that will be graduating
 - If you have 6 graduating students at the end of the semester, you’ll want to have at least 6 students join
 - This will ensure your membership stays steady, however it will also not increase



GAINING MEMBERS

- There is no one correct answer to growing your org's membership
- More often than not, the more students you meet and expose to your group, the more students you'll be able to join your group
- Here are a few helpful ways to grow membership:
 - Participate in the Fall and Winter Involvement Fair
 - Table often
 - Hold events that are open to all students
 - Attend events that pertain to your student org
 - Utilize marketing to spread the word about your org



GAINING MEMBERS, CONTINUED

- Knowing and understanding your organization is key to growing membership
 - Be sure you know not only *what* your organization does, but also the *why*
 - What: Does your org volunteer, focus on academics, or create networking opportunities?
 - Why: What's the big picture of your group? The higher meaning? This is what will create strong ties between students and your organization
- Is your org geared towards a certain student?
 - Perhaps your org is geared towards a certain degree or type of student
 - Is your membership open to all or are there select criteria?
 - Knowing this can help you be specific in growing your organization
 - Be sure to be as inclusive as you can be- creating safe and open spaces within your organization is key to ensuring that your organization can be a home for all, not just one type of student



ENGAGING NEW MEMBERS

- Joining an organization is easy, but engaging new members is much more complex and difficult
- Consider having new members join a committee within the organization
- Are new members allowed to run for an officer position?
 - Many students want leadership opportunities within student orgs
 - If a younger student doesn't get the officer position they wanted, can they still find an opportunity to gain leadership skills?
- Be sure to know and understand UW-Milwaukee's anti-hazing policy
 - The full policy can be found in the Student Org Manual
 - Build connections and leadership, not hazing practices

NEED MORE INFORMATION?

- Feel free to contact Student Involvement to develop a personalized growth plan
- Email: csidesk@uwm.edu
- In Person: Visit our wonderful Front Desk in Union 355
- Keep an eye out for growth tips and tricks in Student Involvement Publications: The Leading Edge and the Spark

