

Recruiting Tips & Tools:

<https://www.soroptimist.org/for-clubs-and-members/for-clubs/member-recruitment-tools/index.html>

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- Recruitment Tips
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Retention Tips and Tools

<https://www.soroptimist.org/for-clubs-and-members/for-clubs/member-retention-tools.html>

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SOROPTIMIST

Best for Women

*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Recruitment Tip: Follow-Up & Follow Through

Is your club prepared to welcome prospective members, invite interested women to participate in your club's projects, and provide information to those who wish to learn more?

How do you feel when you are in need of important information and someone says, "I'll get back to you on that," and you don't hear from them for weeks, or months, or worse—they never get back to you at all?

It doesn't feel good and this type of experience makes for poor customer service that you will probably talk about to your friends and relatives, tell your co-workers about the next day, and even post on your Facebook account for the world to see.

In our fast-paced world it only takes three seconds to make a good impression!

That is why it's so important to make sure you are following up and following through with potential members in order for your recruitment efforts to be a success. When someone expresses interest in joining or helping out in some way, we've got their attention and this is the time to strike—while the iron is hot!

What can you do?

Engage them immediately: One of the best things a club can do to immediately engage someone is to invite them to help out on a project and/or to sign up for LiveYourDream.org!

Obtain contact information and ask questions: Gather as much information as you can including name, address, phone number(s) and email. Ask how they heard about Soroptimist, why are they interested in joining the club, and what issues they are passionate about.

Direct them to SIA's website: At www.soroptimist.org you'll find useful links for potential members like [Who We Are](#), [Our Programs](#), LiveYourDream.org, and [Soroptimist 101](#).

Send prospects to SIA's social media sites: For all the latest Soroptimist news and conversation, prospective members and volunteers can check out our [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#) sites.

Respond in a timely manner: Don't miss the opportunity to engage a potential member or volunteer who is interested in joining your club NOW. Follow-up with emails and phone calls as soon as possible, and create a good "customer service" experience.

New members mean new ideas and new energy. It is critical to the long-term success for our organization—and the women and girls we serve—that we do our part to attract, engage and retain new members.

Keep the door open for others to join Soroptimist – make a great impression and follow-up with all your potential members!



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Recruitment Tip: Secrets Revealed – What Potential Members Want!

Recruiting members can be a daunting task—it's hard to know exactly what a prospective member is looking for when she visits your club. What if you could "get inside the head" of a group of prospective members to learn everything they want out of a membership?

You're in luck! SIA has access to a pool of enthusiastic prospects—everyone who fills out an Introduction Form on the SIA website! Through a survey, they've revealed what they're looking for in an organization. Now your club can stop the guesswork and build your recruitment strategy on what we *know* matters to potential members!

- **Relationships** – Nearly 75% of respondents indicated they sought "friendship and fellowship," and "being with other like-minded women."

Does your club offer opportunities for socializing before and after your meetings, so members can mingle and get to know one another? Invite a prospective member to come to a meeting a few minutes early, and introduce her to a few members so that she'll feel at ease once you get down to business! Create space for fellowship, and when you have a visitor showcase that opportunity for meeting new friends!

- **Mission** – 68% were interested in joining because of a personal connection to our mission.

Is your club participating in SIA's signature [Dream Programs](#), the [Sorooptimist Live Your Dream Award](#) and [Dream It, Be It: Career Support for Girls](#)? Highlight these life-changing programs and local women- and girl-focused projects that your club is working on. Prospects want to join Sorooptimist because of our mission to improve the lives of women and girls. When talking about the club, focus on mission-based work and let a potential member know how she can get directly involved in those projects when she joins!

- **Personal Growth** – 63% of those surveyed hoped to gain leadership and personal development opportunities through their membership.

What are the opportunities for leadership in your club? Tell a prospective member about the committees and other positions that are available. Be sure to share any opportunities for leadership training—what is the path for a new member who wants to take on responsibility in the club? Consider using the [Capacity Inventory](#) as a tool. It can help you determine what skills a potential member brings to the table, and will tell you what she wants to learn—so you can steer her towards committees and projects that will truly engage her interests!

- **Volunteer opportunities** – 62% of prospective members were looking for hands-on opportunities to do volunteer work. Does your club have an upcoming project, program, or event? Invite a prospective member to participate! This value should be easy to demonstrate—volunteer opportunities are our clubs' bread and butter!



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

Recruitment Tip: Roll Out the Welcome Mat

hospitality /ˌhɒspəˈtælədē/

noun. The friendly and generous reception and entertainment of guests, visitors, or strangers.¹
¹Oxford Online North American Dictionary.

When a prospective member visits your club, or when a club member brings along a friend or family member to a meeting, does that guest walk away feeling welcomed, valued, and excited to come back? We all know how to be polite and kind to strangers, but by taking a few extra actions to demonstrate enthusiastic hospitality, your club can really “WOW” visitors. That feeling will bring them back to participate in club fundraisers, mission-based projects, and can be the first step to member recruitment.

Here are a few ways your club can go above and beyond to welcome a visitor at your next meeting:

- **Offer transportation:** Even if the prospective member could drive herself to the meeting, it's still a great gesture for a club member to offer her a ride. Most importantly, providing a way to get there means the prospect doesn't have to enter the meeting by herself – she's already made a connection with a member before she walks in the door. Alternatively, you can also provide directions and/or offer to meet her outside when she arrives.
- **Wear name tags:** Keep blank name tags on hand for visitors, and ensure club members regularly wear their name tags. This makes conversation and connection easier for a guest, who may be overwhelmed by the number of new faces she is introduced to!
- **Create a hospitality committee:** Make sure that at each meeting, specific members are assigned to welcome visitors. Their job is to help a prospect find a seat, and sit with her or introduce her to other members to ensure that she'll be engaged right away.
- **Provide background information:** Keep packets on hand with basic information about SIA, our Dream Programs, and our organizational structure. Provide these to guests so that they understand what is going on during your club meeting!
- **Follow up:** Have a member call the visitor a week later to thank her and let her know what other meetings or club activities are coming up. This shows a prospective member that you really enjoyed her company and want her to come back. While you have her on the phone, this might be the right moment to ask her if she would like to join the club! You can tell her about the process for becoming a member of your club, and answer any questions she may have.

Retention Tips

Making sure your new members become lifelong members!

- In addition to a pin and name badge, give new members a “goodies” bag at their first meeting.
- Hold a dinner at which new members are the guests of honor and the focus is getting to know each other – not club business.
- Provide an orientation! Doing so can inspire new members to become active, long-term members. They provide the opportunity for members to become acclimated and ensure a smooth transition into the club’s culture. Additionally, an orientation gives a new member a better picture of your club and how they can fit in and find value in their membership.
- Include a profile and photo of each new member in the club newsletter.
- Do an icebreaker at the beginning of any meeting attended by new members that introduces them in a fun and memorable way while encouraging current members to break out of cliques. This may seem like overkill to current members, but the more that club members know each other, the better the chance they will be comfortable being honest with and supportive of each other.
- If there is a large group of new members joining the club, consider doing a speed networking event, during which members sit with each other for five minutes to exchange information about themselves. The structure of speed networking provides a more comfortable environment for introverted members and also allows members to keep moving so they’re not stuck in one place – with one person – for too long.
- Designate a current member or members to greet attendees at the door and to direct new members to the appropriate area so they immediately feel included and are not wandering aimlessly.
- Use seating arrangements that encourage current members to sit next to new members.
- Make sure new members know their member ID number so they can access the secure areas of the members website. If they have not already received it via email, the number can be obtained from the club roster on the members website or by contacting member services at headquarters at
- Send a press release to local media about new members.

[Clubs using this template should produce the final version on Soroptimist or club stationery.]

Sample New Member Survey

As a new member of Soroptimist International of [club name], you are in a unique position to provide insights and ideas for our club. We are very interested in your input and would like to use responses from the following survey to guide activities that will increase membership satisfaction. Please use your experience as a new member to answer the following questions. All responses are confidential unless you choose for them not to be.

1. Do you feel welcome in our club? Yes No
2. Did you attend an orientation session? Yes No
3. Have you attended a board meeting (if applicable)? Yes No
4. Have you participated in a club project yet? Yes No
If yes, which project(s)? _____
5. Has the club asked you to: Do too much? Do too little? Do just the right amount?
6. Has the club met your initial expectations? Yes No
7. Please rate the following:
- | | Excellent | | | Very Poor | |
|-----------------------------------|-----------|---|---|-----------|---|
| Orientation | 1 | 2 | 3 | 4 | 5 |
| Programs and meetings | 1 | 2 | 3 | 4 | 5 |
| Your acceptance by other members | 1 | 2 | 3 | 4 | 5 |
| Your level of involvement | 1 | 2 | 3 | 4 | 5 |
| Your enjoyment of club activities | 1 | 2 | 3 | 4 | 5 |

8. Please provide suggestions for the following:

Fundraising programs: _____

Programs serving our community: _____

Membership recruitment/retention: _____

Public relations/marketing initiatives: _____

If you would like to be contacted to discuss your responses (optional), please provide your name: _____

**Thank you for taking the time to complete this survey and
for your commitment to improving our club.**
Please return your completed survey to [club member name].

[Clubs using this template should produce the final version on Soroptimist or club stationery.]

Sample Resigning Member Questionnaire

Soroptimist International of [club name] would like to ask you to complete the following survey. All responses are confidential unless you choose for them not to be. We thank you for your time and hope you will consider rejoining Soroptimist in the future.

1. Why are you leaving our club?

- | | |
|--|---|
| <input type="checkbox"/> Relocating to a new community | <input type="checkbox"/> My expectations for networking were not met |
| <input type="checkbox"/> Lack of time | <input type="checkbox"/> My expectations for volunteer opportunities were not met |
| <input type="checkbox"/> Competing priorities | <input type="checkbox"/> I did not feel included |
| <input type="checkbox"/> Financial constraints | |
| <input type="checkbox"/> Other _____ | |

2. If you are moving, would you consider joining a Soroptimist club in your new place of residence or occupation? Yes No

3. Did you feel welcome in our Soroptimist club? Yes No
If no, why not? _____

4. Did you feel comfortable sharing ideas and concerns with club leaders? Yes No
If no, why not? (Mark all that apply)

- | |
|--|
| <input type="checkbox"/> Club leaders had so many responsibilities that I did not want to burden them. |
| <input type="checkbox"/> Club leaders had their own agenda and were not interested in other ideas. |
| <input type="checkbox"/> I was not a member long enough to feel comfortable approaching club leaders. |
| <input type="checkbox"/> I did not want to be perceived as a complainer. |
| <input type="checkbox"/> Other: _____ |

5. Did you participate in club projects and activities? Yes No
How did you become involved? I volunteered I was asked

6. I was **VERY SATISFIED** / **SATISFIED** / **DISSATISFIED** with my participation in club activities and projects. (Circle the appropriate response)

If you were dissatisfied, why? (Mark all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Insufficient knowledge about activities | <input type="checkbox"/> Lack of resources to participate |
| <input type="checkbox"/> Personality conflicts | <input type="checkbox"/> Lack of support from other members |
| <input type="checkbox"/> Personal time conflicts | |
| <input type="checkbox"/> Other: _____ | |

7. How do you feel about the level of our club's involvement in the following programs and activities?

<i>ACTIVITY</i>	<i>LEVEL OF CLUB INVOLVEMENT</i>			
Membership Development	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Member Orientation and Education	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Program Development and Planning	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Public Awareness	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Fundraising	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware

8. I felt the club's focus on activities and projects that support the Soroptimist mission of improving the lives of women and girls was **ADEQUATE** / **EXCESSIVE** / **INSUFFICIENT**. (Circle the appropriate response)

9. How do you feel about the following costs associated with membership in the club?

<i>TYPE OF COST</i>	<i>PERCEPTION OF COST</i>			
Club dues	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate	
Cost of meals	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Not applicable
Amount of club fines/assessments	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Not applicable
Contributions to support projects	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate	<input type="checkbox"/> Not applicable

10. Did you enjoy club meetings? Yes No

Please circle the appropriate response in the following questions:

The length of our meetings was ADEQUATE / EXCESSIVE / INSUFFICIENT.

Our club should have held MORE / SAME AMOUNT / FEWER meetings.

Our meetings were WELL ORGANIZED / POORLY ORGANIZED.

Our meeting time was CONVENIENT / INCONVENIENT.

If inconvenient, suggestion for change: _____

The location of our meeting was CONVENIENT / INCONVENIENT.

If inconvenient, suggestion for change: _____

11. Were any of the following aspects of our meeting place unsatisfactory? (Mark any that apply)

- Service Décor/atmosphere Meal quality Meal variety
- Distance/travel time Parking availability Safety of the area in which it is located
- Other: _____

12. The following changes would improve club meetings: (Mark all that apply)

- Better speakers More networking opportunities
- Increased variety of topics More social time
- Better time management
- Other: _____

13. Is there anything our club could have done differently to meet your needs? _____

14. Would you like us to contact the Soroptimist club in your new place of residence to notify them that you may be interested in joining? Yes No

Name: _____

New place of residence:
City _____ State/Province _____ Zip/Postal Code _____

If you would like to be contacted to discuss your responses (optional), please provide your name:

Thank you for taking the time to complete this questionnaire!
Please return to [member designated by club].