



MEMBERSHIP TIPS FOR DEDICATED ARs:

- 1) Be a friend before you become a salesperson. Learn something about the person and his/her needs prior to attempting to bring that person into the Association. Be the first to welcome new hires to the building.
- 2) Give prospective members an invitation to your next membership meeting. Let people see what you and the Association are doing for them before you ask them to join.
- 3) **Service members with the same—or even more intense—zeal as you recruited them!**
- 4) At the beginning of each year, hold a “new hires only” meeting to introduce yourself and the Association. Even though you know that newly hired teachers have been approached at New Educator Orientation, make your introduction a personal thing between them and the person who will most likely service their needs.
- 5) Create a communication Mecca within your school: Produce and maintain a member list serve in order to more easily communicate with your members; generate and continually update an eye-catching bulletin board. Make sure that the information there is generic, but always give a way in which MEMBERS ONLY can get further information about something of interest to them.
- 6) Make sure your meetings are succinct, but cover the information thoroughly. If they have more questions, adjourn the meeting but stay for a Q&A session.
- 7) When you read about something the Association has done, clip it and hang it on the bulletin board under a note that reads: *Here's what you get for 1/365th of your dues.*
- 8) Engender ownership of the Association in new members by involving them in some worthwhile project as soon as possible. **If you are doing all the work yourself, there is no buy-in from members.**
- 9) BE A POSITIVE LEADER! Members, particularly new members, will look for good reasons to belong to the Association. An AR, who projects enthusiasm and interest in his/her profession, is a testimonial to the value of membership!
- 10) **ALWAYS BE MORE INTERESTED IN LISTENING THAN IN TALKING!** Every person—including the prospective member—wants to feel that he/she is being heard, not just preached to.

“When your work speaks for itself, don’t interrupt.”

-Henry Kaiser

