

# ***6 KEYS TO UNLOCKING POWERFUL LOCALS***

## **KFBPW LOCAL MEMBERSHIP PLAN**

### **RECRUITMENT and RETENTION**

#### ***Welcome to the 6 Keys to Unlocking Powerful Locals Membership Plan***

To complete this program and receive state recognition, you must use the **Keys** to recruit and retain members in your LO. While your LO may not achieve 100% of the KEYS, it is strongly encouraged to do its very best by utilizing as many of the tools as possible to gain and retain the most members.

- ***Locals will receive a certificate if they fulfill at least ONE task in all six (6) of the KEYS.***
- ***The State Membership Award will be given for total Key points. (first and second place) It is not necessary to have a task in all six points to win state award.***

1. The local organization achieving First Place (total points) will receive an award at State Conference and a certificate of achievement, as well as recognition in the *Kentucky Cardinal*.
2. The local organization achieving Second Place (second in total points) will receive a certificate of achievement.
3. A local will receive a recognition certificate if it fulfills at least ONE task in all six of the KEYS.

#### ***First Key-Development of Keys***

Utilize every “tool” in your toolbox of recruitment items that you develop such as mailing lists from other organizations, brochures, business cards, banners, member applications, etc. Distribute literature to each member to make each of them an “assistant membership chair” and request they utilize these items to network and recruit.

#### ***Second Key-Mentoring***

Develop and utilize a program to mentor other young women, sharing the experience and wisdom of your more seasoned members. It can be young BPW members just beginning their career, a group of school-age young women, or another group or organization. Have training, develop a schedule, and create subject material for participating mentors.

#### ***Third Key- Potential Member Recruitment***

Make visitors feel welcome, introduce everyone, distribute your programs, meeting schedule, and contact information. Have membership chair or someone to follow up via call, email, text, etc.

#### ***Fourth Key-New Members***

Assign a buddy to new members for six months. Make them feel an immediate part of the group by having an induction ceremony and presenting a certificate or pin. Orient them with a special session or a packet containing BPW history, symbols, etc. Make sure they are assigned to a committee according to their interest.

### **Fifth Key-Current Members**

Don't neglect your current members. Make sure everyone feels important to the organization and that they have an assigned responsibility. Follow up with absent members to let them know they were missed. Share news in newsletters or meetings, such as promotions, death in family, etc.

### **Sixth Key-Lapsed Members**

Send reminder letters or email for dues renewal. Find out why members choose not to renew and attempt to correct the problem if possible.

Use the score sheet to submit your membership report/award entry. Be sure to give supporting documentation when necessary in the comment column beside the line item.

**Submit scoresheet to:  
Janis Turner  
[jturner@pbibank.com](mailto:jturner@pbibank.com)**

**270-651-3543 (b)    270-651-4954 (h)**

Send copy of all award submissions to state president when submitted to chair.

**Deadline: May 5, 2018**

**Revised September 2017**

AWARDS YEAR: MAY 1- APRIL 30

**MEMBERSHIP**

**SIX KEYS TO UNLOCKING POWERFUL LOCALS**

Please give supporting documentation in column provided beside the item by giving description of events, dates, and other details

NUMBER POSSIBLE

NO. OF ACTIVITIES

TOTAL KEYS

CALCULATIONS/DESCRIPTION OF EVENTS

**KEY 1 - DEVELOPMENT OF KEYS**

Master mailing list	10		0	
Newsletter	10		0	
Invitations (per event)	10		0	
Members have and distribute:				
Brochures (per member)	10		0	
Membership Application (per member)	10		0	
LO Business Cards (per member)	10		0	
Flyers/Posters-members distrib (per event)	10		0	
Exhibits/Displays displayed at events (per event)	10		0	

**KEY 2 - MENTORING**

Develop and maintain Mentoring Program (Mentor Training)	50		0	
Develop Mentoring Training Packets	25		0	
Spotlight Mentor in LO Newsletter (monthly)per mentor	10		0	

**KEY 3 - POTENTIAL MEMBER RECRUITMENT**

Greeter/buddy at meetings (per prospect)	2		0	
Prospect literature (programs, etc.) (per prospect)	2		0	
Follow-up letters/emails/phone calls (per prospect)	2		0	

**KEY 4 - NEW MEMBERS**

Develop & Distribute Welcome Packet (member booklet, membership info, meetings and programs, other activities)	50		0	
Assign mentor for 6 months (per new member)	5		0	
Induction within 2 months (per new member)	5		0	
New Member Certificate and/or pin (per new member)	2		0	
Orientation Session (per session)	10		0	
Local committee assignment (per new member)	5		0	

**KEY 5 - CURRENT MEMBERS**

Members share news at meeting or in local newsletter	10		0	
Recognize members on special days	10		0	
Follow-up if member misses (per member contact)	5		0	
Involvement in committees (one line only)				
< 50% members	5		0	
50-75% members	10		0	
> 75% members	20		0	
Follow-up with renewing members (per member contact)	5		0	

**KEY 6 - LAPSED MEMBERS**

Obtain/review lapsed member list OR have no lapsed members	20			
Send reminder letter, card, email (per lapsed member)	5		0	
Follow-up after reminder letter (per lapsed member)	5		0	
Members reclaimed after reminder (per lapsed member)	10		0	
Determine why member won't renew (per lapsed member)	5		0	
<b>TOTAL KEYS</b>			<b>0</b>	