

# MEMBERSHIP TIPS FOR ABLs:

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 10-minute 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 by the local Association, make your introduction a personal thing between them and you.
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 1/365<sup>th</sup> 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 forward for good reasons to belong to the Association. An AR, who projects enthusiasm and interest in her/his 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.

