



Hamilton Road Community Association

550 Hamilton Rd., London, Ont. N5Z 1S4 (519) 642-7630 fax: 642-7026

Membership Recruitment

Let people know:

1. That you exist
2. What you are there for
3. How can I get involved?
4. What's in it for me? my family? my neighbourhood?
5. Why should I get involved?
6. What do I have to offer?

Is it fun, interesting, useful? Give me some examples of this. ie. why our community is a great place because of accomplishments.

Socialization, expression of concerns and opinions, ACTION, celebration, pride, beautification, improvements, accomplishments, etc., etc.

Food

Effectiveness of recruitment methods:

1. Word of mouth, inviting friends and acquaintances
2. Word of mouth to groups, organizations, churches, clubs etc.
3. Word of mouth to other indivs. ie. info. booths, door to door - make exciting, talk to people
4. Phone calls - people are busy, appreciate reminders, find out what they want on the agenda, offer a ride
5. TV., Radio announcements
6. Newspaper - with membership forms, dates of next meeting, newsworthy - PHOTOS
7. Posters and flyers but must be exciting, clear, attention grabbing

To maintain membership:

Tasks for people that meet their interests. Give them a reason to report back to the group. Need to feel useful.

Phone tree reminders. Main person to call phone leaders with current agenda items. Always make sure your membership list is up to date. Review and weed out. Find out why people don't want to come. Keep people up to date on what's going on. Need active agenda items - ISSUES. If you don't have any, seek them out. ie. Community Day a good idea.

If the community is constantly reminded that you are there and what you are for, you will always have ISSUES.