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NC Conservation Network

Tip Sheet #3: Creating a culture that supports membership growth

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Creating a culture that supports membership growth

In this Tip Sheet you will learn tips for connecting your programmatic work with membership and building the case that becoming a member will help the organization make an impact in the community.

Tip #1: Always ask.

Tip #2: Encourage people working on the issue to become members. If someone believes in your issue enough to work on it, it should be important enough to give \$25-\$35.

Tip #3: Involve everyone on staff in increasing and engaging membership. Set and work toward shared goals. Create a friendly competition for number of new or renewing members.

Tip #4: Ask people who respond to action alerts to become members. Connect their interest in the issue to supporting the ongoing work of your organization.

Tip #5: Ask people who attend community meetings to become members. Use these meetings to show the value that your organization brings and how membership keeps them informed and supports the cause.

Tip #6: Ask people who sign petitions to become members and add them to your database for future communication.

Tip #7: Involve Board members in identifying and soliciting potential members.

Tip #8: Use every point where your programmatic work connects with people as an opportunity to build your membership, whether these connections occur in person, over the telephone or via the Internet.

Tip #9: Use membership to build a sense of community and ownership in the issue. Stress how being part of your organization helps strengthen the community and connects like-minded people to each other.

Tip #10: Always ask.

Additional Resources

A great resource that includes a case study of how one organization used these concepts is "*Always Be Asking: Using Organizing to Build*

Membership” by Amy O’Connor and Andy Robinson in the April-May 2010 edition of the Grassroots Fundraising Journal.

Future Tip Sheet Ideas?

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