

MEMBER RECRUITMENT AND RETENTION WORKSHOP

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Recruitment

Person to person word-of mouth recruitment

- Work
- Your place of worship
- Civic groups
- Volunteer organizations
- Friends & family

Connect to everything to FF Mission

Can your members explain Friendship Force in 2-3 sentences?

- Friendship Force is a non-profit cultural organization focused on promoting understanding, cultural education and citizen diplomacy through homestay Journeys and personal friendships.
- Explore - Understand - Serve
- Ensure your club is active
- How do new members connect?
- Make it easy to participate

Event Ideas for Recruitment

- Photography event-how to take better photos when you travel
- Present at local like-minded civic groups such as Rotary clubs
- Present Friendship Force or a specific journey overview at local colleges such as Osher lifelong learning programs

Community publications & Social Media

- Invite the media to large events
- Announce events and meetings inviting the public
- Post photos of events
- Journey photos
- Make it obvious to potential members that your club is ACTIVE!

Retention

Why are your members leaving?

Does anyone contact members that do not renew?

You need to know the specifics in your community and club.

Do you track membership numbers monthly or annually?

Bring the FF message to Explore - Understand - Serve to your community.

- Cross cultural events/activities
- Explore locally

How do you find these local events or activities?

- Ask your members
- Compile a list of Optional activities for members to share with ambassadors on Open Days

- Use this resource to schedule an outing or event for local members

Check out these ideas:

- Performing art event
- Public art and/or architecture tour
- Walking food tour
- Wine or craft beer tasting
- Chocolate tasting from around the world
- Garden tour (including vegetable or community gardens)
- Wildlife and nature-sanctuary, bird watching & hikes
- Local farms or manufacturing tour
- Make a craft event
- Meals together at ethnic restaurant
- Attend a city council meeting or other local government meeting
- Explore the obscure in surrounding communities or towns
- Cook an ethnic meal together
- Mystery event

Create smaller sub-groups

- International film group
- Book club
- Photography group
- Crafts club-can sell crafts as club fundraiser
- Art lovers club

Large events

- Club anniversaries
- World Friendship Day
- Regional conference and/or visit from FFI staff

Invite, invite, invite!

- Club meetings
- Events
- Outings
- Meals
- Everything!