**Membership**

# DKG Recruitment/Membership Plan

Chapters throughout the Society are searching for new ways to increase membership. The International Membership Committee encourages the use of this new plan that has been used successfully to revitalize struggling chapters, to energize healthy chapters, and to develop new chapters in several state organizations. This easy to use recruitment plan includes complete instructions and all the resources your chapter needs to begin building membership.

During a chapter meeting, members receive prospect cards on which they record the name and contact information of an educator they would like to nominate. Chapter members might nominate an enthusiastic teacher they noticed at a district training session or a talented music teacher they noted directing her school’s student musical. A retired teacher could nominate a beloved teacher she learned about from a grandchild or a teacher she noticed while volunteering in a school. A member could record the name of an educator whose outstanding teaching ability she witnessed while receiving instruction at a photography or painting class, a master gardener session, or technology training.

Once the cards are collected and a vote is taken on the prospects, the chapter mails an enthusiastic letter to the prospective members inviting them to an orientation session. Research shows that holding the orientation on a weeknight from 7-8 p.m. is optimal for attendance. During the orientation, the prospects are introduced to the Society via the Pride in the Big Picture presentation, featuring specific chapter program and project highlights, benefits of membership, and shared stories of the power of DKG to transform lives. After initiation, the new members may also receive prospect cards to honor someone they know with membership in the Society.

Chapters that are having difficulty adding new members can use this plan to help turn the tide. The newest chapter in Premont, Texas, used the plan to develop a list of new members and other chapters in Texas are growing as a result of its use, as well. Joanne Davis, past Texas State Organization President who is working on chapter development, states,” All chapters should use this approach if they want a professional, new way of offering membership.”

**Step 1:** This plan emphasizes the honor of membership in DKG. The chapter membership committee should request members to submit a name via a prospect card (See sample document, DKG Prospect Card) at one or two meetings. They should then compile a list to present to the membership for a vote. These active public and private school teachers and retirees do not have to be contacted before recommendation. (Key to making up this list is to choose those women whom you really want in your chapter—assume nothing would prevent them from saying yes. Don’t eliminate them because you “assume” they would say no. Let them decide for themselves!)

**Step 2:** Each should be informed in a special, personal letter that she has been chosen for membership in our prestigious society. (See sample document, Prospect Letter) Key elements of the letter are that the prospect was recommended by a member (named) based on her stellar qualities as a teacher and approved by the entire chapter. Brief info on DKG and the chapter is included, as well as the invitation to an orientation meeting. The letter emphasizes the honor of membership and asks them to RSVP for the meeting.

**Step 3:** Some may decline; some may call with questions; and some may agree to come immediately. For each of those who plan to attend, invite an equal number of current members to serve as “buddies” at the orientation.

**Step 4:** At the orientation, provide social time for current and prospective members and then present the Pride in the Big Picture slide show (available for download at www.dkg.org) . Current members can meet with the prospects in small groups to answer any questions. At the conclusion of the meeting (which lasts only one hour), ask them to make a decision to accept or decline the invitation to become members. (Remember, no one has approached these women about joining prior to the letter.)

**Step 5:** The current member “buddy” can use the Chapter Member Application (See sample document, Chapter Member Application) to obtain information about the prospective member. This application serves as the former Recommendation for Membership or Form 11 used by many chapters to obtain member information. It can also serve as a commitment from the prospective member.

**Step 6:** Invite the prospective members to the initiation ceremony with the Initiation Letter (See sample document, Initiation Letter). Remember to plan ahead and order all necessary supplies in preparation for the ceremony.

Sherri Wagemann, Washington State Organization and member of the International Membership Committee, commented: "Providing an orientation for prospective new members prior to their initiation is vital. It helps them understand the value of membership and what our organization has to offer. This recruitment plan also offers a natural transition for mentoring. The ‘Rose Buddy’ mentoring system helps to forge that all important ‘friendship connection’ and encourages active engagement in the new members' area of interest. Many of my state's chapters have been successful using this model. It really works!”

Elevator Speeches

Do you have one??

See page 11 of the “Go To Guide”

*We are an international honor society that recognizes and supports outstanding women in education. We have more than 75,000 members in 17 countries, including nearly [#] here in [name of your state]. Our members can apply for scholarships and grants, attend professional workshops and conferences, and enjoy the opportunity to network with women who share their commitment to excellence in their profession.”*

# https://www.dkg.org/images/DKG_photos/Store_NewMemInfoKit.pngNew Member Kit

#### New Member Info Kit includes:

* Red pocket folder (available from [Society HQ](http://www.dkg.org/DKGMember/Store/DKGStore.aspx))
* About DKG
* About the DKG app
* Opportunities through DKG
* Letter from the international president
* Steps to submitting to the gallery
* Chapter Member Biographical Data Sheet
* Jewelry order form (available under [Forms](http://www.dkg.org/DKGMember/Forms/Award_Concepts_Order.aspx))
* Publishing opportunities for DKG members
* Supporting DKG through amazonSmile and Goodsearch
* Membership and Marketing brochure (available from [Society HQ](http://www.dkg.org/DKGMember/Store/DKGStore.aspx))
* Branded products order form (available under [Forms](https://member.dkg.org/iMIS/ContentManagement/http%3A/www.dkg.org/DKGMember/Forms/Award_Concepts_Order.aspx))
* Educational Foundation brochure (available under [Brochures](http://www.dkg.org/DKGMember/Resources/Brochures.aspx))
* Emergency Fund brochure (available under [Brochures](http://member.dkg.org/iMIS/ContentManagement/http%3A/www.dkg.org/DKGMember/Resources/Brochures.aspx))
* Insurance Flyer (available under [Brochures](http://member.dkg.org/iMIS/ContentManagement/http%3A/www.dkg.org/DKGMember/Resources/Brochures.aspx))

*To be downloaded*

# After the Initiation: Keeping New Members Engaged

Once the prospect is a newly initiated member, how do we keep her? Whether the new member is extremely shy or very outgoing, our most important responsibility is to make sure she feels welcomed at every meeting. One strategy with a proven record of success in member organizations includes the assignment of a sponsor or “buddy.”

Our brand new members need to start the process of building lifelong friendships from their very first meeting. We need to help them build connections with all the members so they experience the joy of friendship and benefits of membership right away. The assigned sponsor plays a critical role in this process by assisting the new member as she becomes oriented to the chapter and DKG, makes new friends, and learns about the many benefits of membership.

As a sponsor, consider the following tips as you make plans for the initiation and engagement of the new member:

• During the **Orientation**
\*assist with the completion of the chapter application/recommendation form,
\*help her determine what small job or committee she would like to do,
\*answer any questions she may have, and
\*get to know each other.

• During the **initiation ceremony**
\*introduce the new member to the chapter, and
\*accompany her through the meeting to introduce her to members and make her feel comfortable.

• **For the first meeting**
\*call the new member to be sure she knows the details,
\*offer a ride to the meeting, or
\*plan to meet her outside and walk in together, and
\*introduce her to one or two members.

• **During the year that follows, consider the following ways to help the new member become more involved.**
\*Assist her in attending meetings by
\*reminding her of meetings and details,
\*introducing her to one or two members at each meeting, and
\*inviting her to join you at events.

Become her first life-long friend and mentor in DKG by
\*offering assistance if she is still working as an educator,
\*reaching out between meetings for a phone conversation, or
\*perhaps meet for lunch or coffee.

Help her get involved in chapter activities by
\*involving her in introductory chapter responsibilities (an inspiration or hostess for a meeting),
\*exploring with her the committee options for service, or
\*encouraging her to share her expertise through a program or activity.

Encourage her to enrich her membership experience beyond the chapter by
\*inviting her to attend an area, state, regional or international event,
\*assisting her in logging into the international website to create a member profile and \*where applicable, assisting her in applying for scholarships, grants or leadership training.

## Forms

Form 6 Report of Death of a Member (Microsoft Word Document)

Form 21 Request for Charter (Microsoft Word Document)

Form 21b Request for Charter Instructions (Microsoft Word Document)

Form 27 Change of Address Form (Microsoft Word Document)

Form 81 Initiate Card (Microsoft Word Document)

Form 82 Chapter Member Biographical Data Sheet (Microsoft Word Document)

Form 83 Reinstated Member Form (Microsoft Word Document)

Form TR-A Transfer Request (Microsoft Word Document)

Transfer Letter from President (Microsoft Word Document)

Form 11 *The form for recommending a prospect for membership (formerly* ***Form 11****) is now the* [***Chapter Member Application****.*](http://www.dkg.org/DKGMember/Resources/Membership_Recruitment_Plan_.aspx) *It is part of the new recruitment plan and is found in "Tools" under "Recruitment Plan."*

## Reports

Form 110 Chapter Officers Report Form
(Microsoft Word Document)

Chapter Necrology Report Form 2
(Microsoft Word Document)

*Remind members to register and set up profile on the international website*