

KEEPING MEMBERS ACTIVE

Attending an event or a meeting does not guarantee that someone will be drawn into the group. Keeping potential members active is very difficult, especially during the slow seasons.

Talk to people personally.

- ✓ Speak personally to the members of your group and others in the community about their interests and hopes for the park.
- ✓ Not only will the personal connection make them more likely to stay involved, but you will be better able to pull them into projects that match these interests.

Publish a newsletter.

- ✓ A newsletter is a good way to remind people of your presence.
- ✓ The more people on your database who receive news of your events, the more people there will be out there who will be thinking about you.
- ✓ If you don't have the time to put into a project like this, write an article about your group and ask a neighboring group to publish it in their newsletter.

Attend other organizations' meetings.

- ✓ By attending other group's meetings, you can not only share good ideas, but you can also invite new people to be a part of what your group is doing.

Mark the Date.

- ✓ It's a good idea to set the date of your next meeting at the end of the previous one. That way, people know about the meeting with lots of time to spare.
- ✓ Alternatively, your group might decide to hold meetings at the same time every month. For example, decide that your group will meet the first Sunday of every month at 4pm, thus avoiding the question of when the next meeting will be.

Make your events fun.

- ✓ Adding a social aspect to your events, making them about more than weeding or clean-ups helps bring more people into the group.
- ✓ Remember that the group is about community-building as much as about taking care of the park.

Stage a few small events.

- ✓ Just because you're planning for a very big event, doesn't mean you can't hold some small ones in the meanwhile.
- ✓ Some event planning may take months and months. You can use this time to generate activity by planning some easy events with your active members.

Remember to Stay in Touch.

- ✓ Even if you put up flyers and make announcements, usually the best way to get people to commit to coming to an event is to call them and get a verbal acknowledgment.
- ✓ Your group can set up a phone tree so that one person isn't stuck making all the calls. This also helps to keep people involved.
- ✓ Email is a cheap and easy way to keep the members of your group involved and connected.
- ✓ Regular updates to a distribution list keep people informed, and it's easy to add new names to the list.

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