



Membership Committee

Objective:

Increase membership in each county.

Goals:

1. Establish a membership committee in each county (if not in place) and appoint a chair.
2. Set attainable goals to increase membership and evaluate at end of year.
3. Utilize reward system for existing members who obtain new members.
Example: Hold a new members tea or recognition event and present certificates to new members and pins to members who invite them.
4. Disperse IEHA brochures and information to the public. For instance: at 4-H Fairs and Expositions, bazaars, garden shows, public libraries and on church bulletin boards.
5. Publicize what you are doing to the media weekly. Get to know the contact person at your local newspaper and radio station. Look into free service messages on radio and cable television. Use the "Proclamation Form" found in the Blue Book during IEHA Week and have a picture taken with the mayor of your city and put in the local newspaper.
6. Encourage member growth in each of your county newsletters. Urge clubs to have a yearly guest night.
7. Present a new member's packet to each new member.
8. Look at ways to appreciate and retain present members.

**Presidents, please make a copy of this page and distribute to the membership chairperson.

Revised: 2011