

coalition of **community**boards

Sunshine Coast

Forum: Attracting and Activating your Groups membership

- The importance of the 'shared vision' and building the shared vision in your membership
- Recruiting beneficial people to your committee
- Working with your membership and interested people to deliver your organisations activities.

Notes made from Workshop – Attracting and Activating your Groups members.

4 July 2019, @ Northshore Community Centre

Attracting – WHO

- Process = decide which “members” we want to activate, then develop an approach for this outcome.
- List of common mistakes when attracting
 - Professionally communicate your “business”
 - Be clear on standards
 - Code of conduct / creed that people are prepared to agree to
 - Don't take nominations from the floor, eg have to be a members for minimum 6 months before joining the committee
 - Constitution – accompanying rules are clear and available as is 'code of conduct'
 - (following from Our Community website – Top 10 mistakes in recruiting new board members)
 - Don't be dazzled by brilliance of prospective member
 - Skills mismatch
 - Be sure to check up ref's etc.
 - Hearts in the wrong place
 - Jobs for the boys (and girls)
 - Conflicts of interest
 - Split allegiances
 - Not playing by the rules
 - Playing it up

- Selling yourself short
- Networking
- Sometimes incidentally being open to new people when opportunities arise and people arise
- invite

Attracting – HOW

- Use your story
- Stories energise and trigger passion
- Develop and tailor the story for different 'members' / audiences eg a campaign story, change story etc.
- It might be useful to have a 'story' role on your committee, to harvest and shape , ".....this is what it means".
- First rule of (social) media – make story telling relatable and then have a call to action
- Your organisations actions and activities can also attract, as long as you 'walk the talk'

Membership – who are they

- Participants
- Clients
- Partners
- Local people
- Local businesses
- Committee
- Organisational members
- "passionate" people
- Cause driven advocates
- "moment in time" people
- Die hards / tragics
- People committed to the cause
- Community leaders, champions or ambassadors
- Community volunteers = "communteers"
- Advisory boards
- Diverse reps' of the community

Activating – WHO

- Do informal and formal skills and experience audit of members eg. When they sign on or attend activities.
- Everyone can contribute something

- Ensure their values align with organisation
- Seek specific skills and exp – headhunt for the purpose of the task or activity. Ensure fit for purpose
- Call to action can “flush out” people

Activating – HOW

- Comment – we have lots of members but not many are “involved”
- Communicate with membership both ways
- Find out what is in it for them
- Listen / what triggers, what leads to action
- “convincer” strategy
- Welcome day, express our openness
- “experiential” – give people / members the experience so that they know what they will get and receive
- Use Your Story (that hits the mark), maybe develop a communication strategy to help with this.
- Ask your members – be clear with them about the specific task & level of commitment and the level of support they will receive
- Be intentional with your members
- “I’d really like to help”, think about what do we need to do to get this?”
- Use tech to help reduce travel time (skype, zoom, G suite – through connect up, to get free need ACNC registration, meet up, event brite)

Success activation tactics

- Promotion
- Long term planning
- Peer leaders / influencers
- Create partnerships, useful when we want to contact the same participant / customer
- Call to action – can be event focussed
- ‘rent a crowd’ be asking people and groups to be part of the action, invite them to get involved, eg other groups, schools, members, teachers, uni, etc
- Piggyback on existing activities eg with partner organisations.

Other stuff

- Developing and Telling your organisations story
- The power of story
- Communication strategy
- Content strategy
- Elevator pitch
- ‘gaddie’ pitch
- Networking event