

MULTIPLE CHOICE:

The best environment for recruiting new members is:

- a. at coffees or cocktails in someone's home
- b. in symphony concert settings
- c. at large luncheons
- d. at volunteer organization events/projects

E - ALL OF THE ABOVE

Use every tool in your arsenal to introduce your exciting projects/work to potential new members. Be sure to include a brief overview of volunteer opportunities at every juncture!

OH NO CARD!!

Your membership director thinks member recruitment should be done once a year.

GO BACK FIVE SPACES!

TRUE OR FALSE:

Typically, a Generation X'er views volunteerism as a selfless act.

FALSE

While this generation is most willing to volunteer, there is often the value proposition of "how will this benefit ME" - make sure that when asking a Gen X'er to join your organization, you are prepared to answer this question.

KUDOS CARD!

You invited several friends to help out at a children's concert and two of them decided to join your volunteer organization as a result.

MOVE AHEAD THREE SPACES!

GO TO ATTRITION JAIL

BUT ... to remember where you are, place the marker on your space ...

In the regular player rotation, you must **roll a 2 or a 5** to return to the space you just vacated

OR

if you're lucky, use your Get Out of Jail Free

TRUE OR FALSE:

Adding members, who are new to your organization, to your membership committee is a good idea.

TRUE

New members may have a network of friends and connections that your more seasoned members do not have. In addition, the new member has just experienced your group's new member orientation and can suggest new ways of mentoring, engaging, and retaining.

GET OUT OF JAIL

FREE!

Ten new members joined!!

Keep this card for the future! You may need it ...

WORD PLAY

What is the definition of recruit?

- a. to form or build a group/team by getting people to join
- b. to persuade someone to join you in some activity or to help you

DISCUSSION:

What is in your membership brochure?

SET THE TIMER

You have two minutes to discuss at your table! When you are finished, here are some of our suggestions:

- mission
- projects
- membership benefits
- contact info
- calendar of events
- membership form
- interest/skills checklist

TRUE OR FALSE:

Asking new members what they expect from your organization sets false expectations and hinders their integration.

FALSE

Querying your new members is a great aid in their integration. People join organizations for many reasons, so knowing someone's expectations helps you to offer the most satisfying experience. Some new members may want to be actively involved, while others may want to attend social events and make a financial contribution.

KUDOS KUDOS CARD!

Congratulations! Your membership committee is functioning well. Your committee chairs include oversight for recruitment, retention, integration and database management.

MOVE AHEAD THREE SPACES

AND

TAKE AN EXTRA TURN!

MULTIPLE CHOICE:

According to a recent study, which of the following defines the 21st century volunteer?

- a. needs close supervision
- b. will volunteer for only one organization at a time
- c. needs a regular fixed schedule to better plan
- d. wants to make a difference

D

Recent research shows that the 21st century volunteer does not want to be micromanaged. This demographic will volunteer for multiple organizations and wants flexibility in their scheduling. The 21st century volunteer wants to make a difference as a result of their work, not just a

TAKE ANOTHER TURN!

By virtue of your mastery of membership recruitment, you have earned ...

A FREE ROLL

BUT, you still must answer the question wherever you land!

TRUE OR FALSE:

The best way to recruit a new member is in writing - spelling out the membership expectations.

FALSE

The best way to recruit someone to your organization is with your own personal enthusiasm. One-on-one personal contact is certainly the best way to convey this!

OH NO CARD!!

You did not set a goal or make a plan to increase membership.

GO BACK THREE SPACES!

KUDOS CARD!

Your membership brochure is appealing and includes information about your mission, projects, membership benefits, contact information and a membership form.

MOVE AHEAD THREE SPACES!