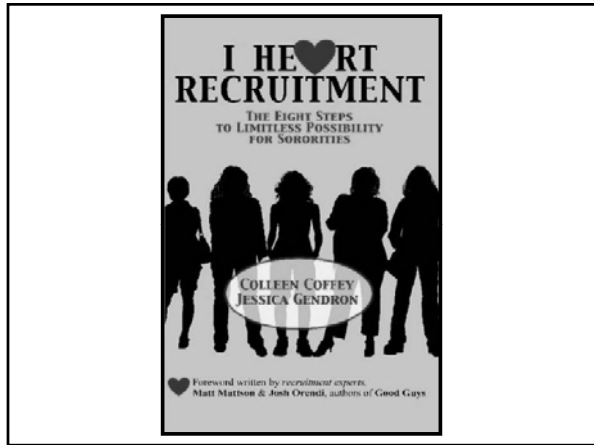




A Gift You Can Take Back to Your State That Adds No Weight to Your Suitcase



Norris Burkes

"It's easy to look for somewhere better to go. What's hard is seeing the reality of what you have. And what's harder than that is to make things work where you are. Still, what's even harder is to go back and say you've realize that "here" is really where you're supposed to be."

Sally Berger

"The secret of getting ahead is getting started"

Go For It!!!

- Find out why people join
- What most influences people to join
- Why do people join and then don't get involved
- What efforts for recruiting members and planning programs work the best

Eight Steps to Limitless Possibilities

1. Know the basics
2. ACE your values
3. Get motivated
4. Know your audience
5. Know your product
6. Develop skills
7. Grow wiser
8. Repeat

People and Purpose

- A group of people without a purpose is simple a crowd
- A purpose without people to fulfill it is just a fluffy idea floating around in space

Pareto Principle

- A truism from an economist
- 80% of the results of any organization usually comes from 20% of the effort
- If you spent 80% of your association's energy on the areas of your needs that currently gets 20% (People and Principle)
- How would that change your focus and your improvement

What do state association leaders spend the most time on?

- Learning the new job (aka, the politics of the organization)
- Planning the conference
- Making sure you have enough money
- Getting the news out
- Lobbying, advocating (aka, putting out internal/external fires)
- Running for office, making sure we have enough people to run

Evaluation time

- How much time on the calendar is spent on people and purpose
- Is your membership committee focused on people and purpose
- How much money is being invested in people and purpose
- How much public time is focused on people and purpose for recruiting new members



A.C.E.

- **Achieving**
- **Communicating**
- **Expecting**

Congruence

- You build your foundation on the very values you espouse
- Your values are displayed through your teachings, code of conduct, publications, history, mission statement, actions of your members, stuff you sell
- So, people outside your organization have a pre-determined idea of what you are supposed to represent

A.C.E.

- ***Achieving:*** Achieve your values when you know and embrace them
- ***Communicating:*** Your words and actions must clearly communicate your values
- Expect that the values will be upheld by your membership and hold each other accountable

Creating the best public image

What do insiders think?

What do outsiders think?

What do you think about when you think about S.P.A.M.?

- Yuck
- Worthless
- Disgusting
- Fake
- Annoying
- Nasty
- Cheap
- Waste of time
- Mystery Meat
- Junk

How would outsiders describe your organization?

- Most people have never really participated in an organization
- They think they already know the answer to what you are about
- They may think of your emails or points of communication as SPAM
- SPAM describes 95% of your recruitment, retention, and organizational quality problems

S.P.A.M.

- **Skills:** having the ability to communicate, socialize, and effectively grow the organization
- **Product Knowledge:** Have a good understanding of your organization, its value to the members and the community
- **Audience Awareness:** Having the awareness of who you want and to get them to participate
- **Motivation:** Having the drive and guts to do whatever is necessary to get the results you desire

Martha Washington

"I've learned from experience that the greater part of our happiness or misery depends on our dispositions and not on our circumstances."

Get Motivated!

- Some people are intrinsically motivated
- Others are extrinsically motivated
- People are motivated by their desires, not yours

Building Dreams

- No limits on your dreams
- Limitless possibilities
- A "Yes, we can!" attitude
- Now, take it a step further

On a blank sheet of paper

- Brainstorm
- Imagination has no limitations
- The bigger the dream the better
- The more thorough the better
- What would your organization do, have, or become if...



If you have trouble coming up with ideas

- Utilize outside resources
- Call up other state association presidents
- Look to the CSAP Executive Board for help
- Take a actual visit or a web tour
- Imagine what you could do with more money, more people, more resources

Jeremy Bentham

- 18th century philosopher
- Pleasure/Pain Principle
- People act in accordance with the pursuit of pleasure or the avoidance of pain

How do people see XYZ State Organization?

- Our leadership is a mirror to our members
- Do we sell our people and purpose
- Do people see all we are about

Building better teams...

- **Motivating ourselves and others by building pleasurable dreams**
- **But, also, attaching exciting rewards and "painful" consequences to the actualization of those dreams**

Moment of Truth...

- You can't change the mules in our outside of your organization
- Consider all the wasted time we spend trying to motivate the mules
- Horses on the other hand would work there hardest in a fraction of that time

Success

- **Recruit horses to be members and leaders**
- **Always leave the door open for the mules, invite them to get more involved, and praise them when they do, but...**
- **The best solution to apathy is working with smart, excited, passionate high quality members**
- **They always know people just like themselves**

At your next Board meeting/retreat

- Spend time building collective dreams
- If you want motivate our members and hold them accountable find out from them how to do that
- Use the have, do, become exercise; share with your members and get their feedback
- Advertise
- Build teams to see success happen and publicize your successes

Unknown

“What you see depends mainly on what you look for.”



Know Your Audience

- Always joiners (15%)
- **Maybe joiners (70%)**
- Never joiners (15%)

Here we go...

- Write down you the number of audiologists and speech language pathologists in your state
- Now, subtract the number already in your state organization
- Then, subtract 15% of never joiners
- The number you are left with is a large untapped resource

How do we find these maybe joiners?

- Get people who know people
- Write down all the names you can
- Get their contact information
- Create an Excel spreadsheet names list

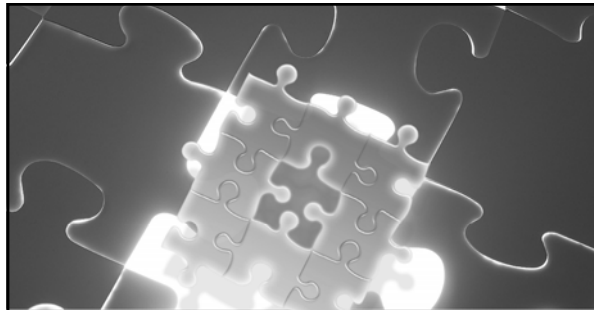
Secret Shopping



- **Referrals:** Know people who know people
- **Member Positioning:** Your members know people in our professions
- **Names Drives:** The membership committee spending a day collecting resources
- **Marketing for names:** Sponsor events to meet people
- **Convention:** Do a member drive and do it right

Know Your Product!

- Can you help a potential member see how membership in your organization will make her/his life better
- It's not about your features
- People don't invest in features
- People invest in benefits for the short term and long term
- The benefits must speak to your potential members needs and wants



What are the benefits of membership in your organization?

Connecticut

- Connecticut Ear Nose Throat Society raised a bill that would remove the word "diagnose" from licensure law and replace it with the word, "evaluate."
- The team that responded to advocacy had less than a week to pull their team together
- Thanks to their efforts the bill has died in committee.
- There has been an increase in membership.
- One person who specializes in dysphagia evaluation and treatment has volunteered to become Membership Chair.

Benefits



How would you describe who we are in 30 seconds?

One discipline...

- Making us the best we can be for professional integrity and survival to help us serve those who need us



How:

1. **Leadership training**
2. **Networking among state leaders**
3. **Promote communication among our state and national organizations for best solutions**

Go for it!!

- Make sure members can verbalize the value and benefits in 30 seconds
- Make sure your website, brochures, other means of advertisement speak to the benefits
- Prepare quality responses for the top 10 excuses why people don't joint (feel, felt, found)

Gloria Steinem

"The first problem for all of us, men and women, is not to learn, but to unlearn."

Develop Skills

- People only want to join organizations that have skills

Conversational skills

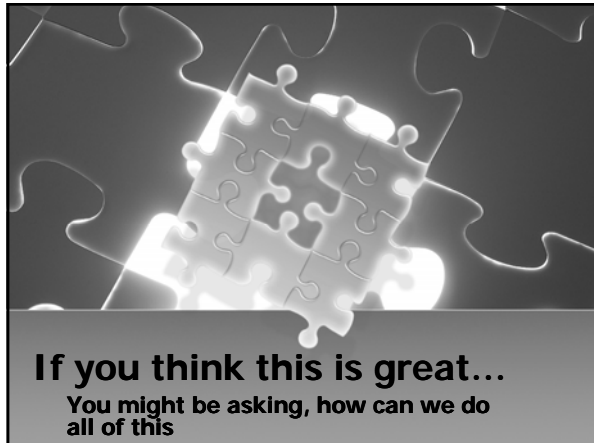
- **Get the name**
- **Invitational**
- **Smile**
- **Out of cliques, inclusive**
- **The best way to stay confident in a conversation is controlling the conversation**
- **The best way to control the conversation is to minimize talking and maximize listening**
- **Listen without bias**

5 steps to asking

1. Small talk and transition into
2. Introduce to others, make them a part
3. Ownership questions (what would he/she do)
4. Ask them to join or participate in leadership
5. Respond to concerns

PR Questions to consider

- How people join because they knew someone in your organization
- How many people join during convention
- How many joined because of printed materials
- What makes you unique



Mary Kay Ash

"Aerodynamically the bumblebee shouldn't be able to fly, but the bumblebee doesn't know that so it goes on flying anyway."

- Be creative
- Commit
- Avoid negative people
- Be proactive
- Expect it
- Balance

Grow Wiser

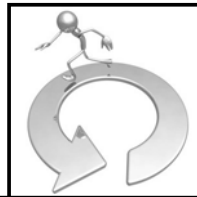
- **Mentorship**
- **Reading**
- **Outside Learning**
- **Course corrections**
- **Not accepting impossibilities**

Julie Andrews

"Perseverance is failing nineteen times and succeeding the twentieth."

Repeat

- **Transition and transformation**
- **Repeat it daily**
- **Turn success into a habit**



Practice Makes Perfect

- **Begin the education piece immediately with your members**
- **Make a plan for using the 8 steps**
- **Get a group together to create the best plan for putting the 8 steps together and to build the best teams for membership recruitment, membership retention, financial stewardship, leadership development**

Margaret Mead

"Never doubt that a small group of thoughtful committed citizens and change the world. Indeed, it's the only thing that ever has."

Quick Review

1. **Understand what your sorority is and how it works**
2. **Commit to your purpose, then A.C.E. it'**
3. **Dream of what you could be, then let that motivate you, your members, and your potential members**
4. **Identify your organization's potential membership**
5. **Know what you're offering and how to communicate it**
6. **Do the little things to get who and what you want**
7. **Continually grow wiser**
8. **Repeat the process over and over**