



## **Leadership is Essential for Long-Term Membership Growth**

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**Anyone can be, or become, a passionate leader in their organization.**

**The passionate leader listens to their members and answers their questions. They understand that success is truly achieved when the members are growing towards their full potential. Sharing information with and educating members is always a priority with a passionate leader.**



### **Leadership Tip of the Month**

#### **Be Clear**

A good leader always strives to be clear in their communication. To be clear is to ensure that your members understand what you are trying to communicate.

The first aspect of being clear is to share the vision and principles of your organization. Never assume that members or the public know what your organization stands for. Be able to quickly describe the mission and vision of your group. Your description should lead to more specific questions about how a person can be a part of the organization.

The second aspect of being clear is to make sure that members understand why your organization operates in the way it does. You also need to make it clear why certain actions are required or advantageous. Members are far more likely to be on board when they understand why something is desired and also know the pros and cons of that action.

The third aspect of being clear is to be sure that volunteers and staff understand the task that they have to do. It is often best to share the goal and desired results and let your team decide how to accomplish the task. In cases where the method is already set, then ensuring that the directions are clear and understandable is critical.

Your job as leader is to communicate in a clear fashion to members and non-members. Remember to think about the person or people who are receiving your “clear” communication. Is it clear to you or to those you’re communicating with? No one gets it right every time, but a good leader continually strives to be clear.

## **Membership Tip of the Month**

### **Applications**

Most organizations have some form of new member application to start the formal joining process. Have you ever thought about that application and how to make it work for your recruitment efforts?

Most organizations have a required language for their formal application. If they do, it is important to use the exact language in any application you choose to create or use. If your organization doesn’t have a required language on their membership application the items you might place on yours are name, address, email, phone, birth date, and a promise to follow the rules of your group, and a signature line and date along with the dues and fees required.

What kind of information do you want on your membership application? Is the focus of your application simply to gather information? Is it a pamphlet that is focused on giving the potential member a reason to join with the application? Or does the pamphlet give the person signing the application the process that is required for joining? Each of these has strengths and weaknesses and perhaps having a few of each will work for your members.

Having creative applications can also help you gain new members. I have seen groups that had

meal fund-raisers invest in placemats that included membership applications. It is exciting for your members to have a person who supports your fund-raiser to submit a filled-out application before leaving. Perhaps having an application that is tied to a community service event could aid in your recruitment efforts.

An application to join is necessary for most organizations, but how you use it can create growth opportunities for your group.

## **Extra**

### **Junkyards**

To wander a junkyard in search of a needed part is a pleasant way to spend some time. Not only are you there for a cause, but it is a place where the imagination wanders.

Each carcass of a car or truck once was the pride and joy of someone. It was used to go to work, to visit friends and family, and for a multitude of errands. Many were the site of kisses and hugs and certainly a number were host to the passionate twining of bodies in romantic activity.

Some of the battered hulks ended here due to horrendous crashes; where lives were altered forever or even lost. Others slowly wore out and had no maintenance performed on them, leaving them to be abandoned. Some just had no perceived value and were sold simply as scrap.

To wander the junkyard in summer is to feel the hot breath of hades as the bare ground and rows of silent cars reflect the suns burning heat back upon those who stroll. In the winter, the cold is magnified by the icy steel laid out in long aisles. Yet no matter the weather, the junkyard always has the quiet memories of the steel behemoths that once served.

To walk with one who shares your love of automotive art is to make the junkyard not a place of wreckage and death, but a place of renewal. A home to recovery and reuse where an abandoned wreck can give life to one still sitting in your drive. To share this marvelous treat with another just adds to that experience.

## **Consulting and Assistance**

Ed offers Leadership and Membership consulting and training.

Workshops, presentations, and speeches to suit your needs.



## It's Time To Start Planning Your Spring Membership Drive

Use fall and winter as a time to read up on membership drive ideas, try some brainstorming with your members, investigate what other organizations do, and ask a few questions of those in your community.

Then build a plan and start 2024 off with your plan of action!