

COLLEGE DEMOCRATS OF MISSOURI

MEMBER RETENTION GUIDE

2019-20



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OF MISSOURI**

At the start of each school year, College Democrats chapters around the state will be recruiting members to try and increase their size for the following year. However after a few meetings the number of members who stay on usually dwindles considerably. While there's no catch-all solution, there are a few tips you can implement to keep people coming back!

ENGAGE YOUR MEMBERS

Few people want to go and sit in a room and listen about what the organization is doing without contributing at all. This is especially important with College Democrats as it is easy for members to decide they don't care enough to be involved. One idea is to have an open discussion time, where everyone can get involved and just talk about politics with others who care about it. This discussion can also be done through games, speakers, or events during meetings that allow prospective members to interact with others and learn about their community

HAVE A PURPOSE

People join an organization to do something, so make sure that beyond just all liking Democrats, you actually use this energy! Get involved with local candidates, vote, canvass, and register voters. People will keep going back to an organization that they feel makes a difference. In my local municipal elections our chapter made up 8% of the vote for a city council candidate and helped push them over the edge to a win. This was really rewarding to members and shows that you are a real organization.

CREATE A SOCIAL ATMOSPHERE

I have found in our local chapter that the best way to keep members coming is to become friends with them. Create a unique social group within your club that hang out and do events. Have a challenge that members bring 2 new people to a meeting, or just generally encourage them to bring in friends! I found the most useful way to notify members is through a 3-point approach: first, send a generic invite out on social media; second, invite people in person to the event; and third, message them again the day of to remind them. It may seem like a lot of notifications, but people will appreciate the effort you put in to include them.

Retaining members is a difficult task, but with the right mindset and meeting format you can make it happen. Your goal as a chapter is to create an inviting, social, and active chapter to keep members not only coming once, but coming always.



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