

MEMBERSHIP



Inner Wheel New Zealand Membership Toolkit

IWNZ Strategy

1. Be the women's organisation current and new members are proud to be a part of.
2. Increase awareness of Inner Wheel in our communities.
3. Set up our organisation for future growth.



Attract New Members

A Membership Committee

Identify ways to encourage membership growth. Ideally the leader role should be held for a minimum of 2 years.

Set a Membership Goal

Yearly with Club Members' commitment.

Invite Members to Contribute Ideas

Discuss the annual calendar events and what would attract potential new Members. Discuss who they would like to invite and make it fun.

Calendar of Events & Speakers

Share in the Newsletters so every Member knows when to bring a friend, sister, daughter or colleague; advertise an event; or guest speaker.

Hold a Coffee Morning or Drinks Evening

Invite potential New Members with a few Members, so they can feel welcomed and ask questions about Inner Wheel.

Welcome Potential New Members

At Club Meetings, encourage all Members to introduce themselves.

Follow Up with Potential New Members

Offer them a ride to and from a Meeting, answer any questions, and assign Inner Wheel Friends to be at the meetings to engage in conversations.

Contact IWNZ President and IWNZ Membership Coordinator

Send the names and email addresses of new Members, so we can send a welcome letter.

Immediate Actions

Inform New Members

What Inner Wheel does locally, nationally and internationally. This could be done at a special invitation at a Member's home.

Befriend New Members

Ring regularly
Transport to and from Meetings
Educate about Inner Wheel
Share useful websites
Introduce Club and National service projects
Invite to Interest Groups outside of the regular Meetings
e.g. Book Club, Mah-Jong, Etc.
President may opt to contact New Members following a Meeting

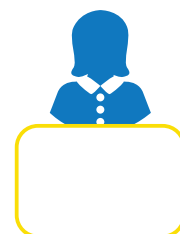


Invite a New Member to Reflect Upon the Induction Process after 3 months.

Recruitment Ideas



Ideas of Where to Promote Inner Wheel and Activities



(refer to Appendix)

1. Local Community Page
2. Facebook
3. Sports Clubs
4. Supermarket Notice Boards
5. Garden Centres
6. Shopping Centres
7. Public Library Notice Boards
8. Doctors' / Dentists' Surgery Waiting Rooms
9. "What's On" Community Radio Noticeboards
10. Online: Eventfinda
11. Council Events Websites - What's On...
12. Facebook Events
13. Community Centre Noticeboards
14. Coffee News e.g. muffin break
15. Leaflets on Cars (check with council)
16. School Staff Rooms
17. Display in Local Shop Window
18. Media Release
19. Provide Flyers and Other Information to Citizens' Advice Bureau



Conversation Starters

Practice an Introduction

At a Club or District Meeting, gather into groups and learn when other members joined and why. Come up with a 20-30 second introduction of Inner Wheel. As a group, share ideas and practice what we could say – e.g.

Women in Action sharing Friendship through Service.

Encourage All Members

Carry the Inner Wheel Marketing Information ready to give anyone who is interested.

Invite Interested Women for Coffee or Wine at Someone's Home

Share the Inner Wheel Objectives and examples of how this is undertaken locally, nationally and globally.

Arrange an Inner Wheel Introduction

Meeting for Mums at a school after they have dropped off their children.

Buy, Rent or Free Stall or Stand

Some events offer free or reduced rate for Charitable Trusts – Community Events, Expos, Farmers' Markets, Fairs, Festivals, Malls or Shopping Centres.

Talk to Staff

Schools, Kindergartens and other local workplaces by provide morning tea, to give you the opportunity to be a Guest Speaker. Ask if you can advertise in their Newsletter.

Written Communications



Print Business Cards

Print with name of Club, meeting day and time, and contact details. Check to ensure it follows the International Inner Wheel Branding Guides.

Design a New Member's Welcome Letter

Club President signs.

Copies of IIW and IWNZ Magazine

to Cafes, Drop off to Dentists, Doctors, Hairdressers, and other Community places where reading material is provided.

Use Your Local Newspaper

Send information about local service activities, newly elected Club Officers, or use ideas from available flyers.

Contact Local Real Estate Agents

Ask if a flyer or brochure could be added to the new home buyers pack.

Use IWNZ Website and Facebook

Share Club news regularly with the Media Team. Email: media@iwnz.org.nz.

Sample Poster for Membership Drive

Resources – Appendix 2.



Events Ideas

Plan an Annual Calendar Event

Target membership –
e.g. IWNZ March Membership.

Bring A Friend or Membership Month

Encourage Members to bring a special guest who maybe a friend, neighbour, daughter or relative to Inner Wheel Club Meeting.

Organise and invite Non-Members

Have a high-profile speaker; or event – e.g. wine and cheese or cocktails; or fashion parade – e.g. Ballantynes / Blue Illusion Fashion. This could be a joint event with another Club.

Participate in Local Events

e.g. Fun Runs / Sponsored Charity events where Members actively engage community to come to an Inner Wheel Meeting.

Register Your Inner Wheel Project with the BNZ

“Closed for Good” community volunteer day.

Set-Up a Joint Marketing Opportunity

Rotary or another Service Group.

Ideas for Recruitment



Honorary Membership for 1-year

Identify women who are already undertaking service or have attended an Inner Wheel Meeting as a guest speaker, and invite them to join as an Honorary Members.

Combine with another Service Group

for a joint meeting and invite a topical Speaker.

Encourage all Members

Wear their lapel pins whenever possible.

Keep in Contact

Members who have resigned over the past three years – send Newsletters, invite them to Changeover or Christmas functions.

Create a Club Facebook Page

Link it to other community Facebook pages.

Attract Potential Members In The Community

Invite specific women from the community to attend Club Fundraisers e.g. Film Evening, High Tea, Fashion Parade, etc.