

THE ARC OF INDIANA

2017 Membership Campaign Toolkit

MEMBERSHIP



MATTERS

The Arc of Indiana, in conjunction with the Member and Chapter Committee, has developed an aggressive campaign of 43 NEW members for each of The Arc Chapters in honor of The Arc of Indiana's 43 chapters across the state.

#TheArcAction



THE ARC OF INDIANA

Information about the Membership Campaign

Many chapters will be conducting activities during Disability Awareness Month in March, April is Autism Awareness Month and The Arc of Indiana will be launching our annual “We are The Arc” visits in May. The Membership Campaign adds value to these efforts by including membership as part of the awareness effort.

Membership Campaign Theme

“**Membership Matters**”. This year the Arc of Indiana will be spearheading an effort to grow each chapter by at least 43 NEW members to honor the 43 Chapters of The Arc of Indiana. To reach this goal each chapter is challenged to recruit (at least) 43 NEW members during the campaign.

Each Membership Campaign is “Local”

- Although a statewide initiative, each chapter localizes efforts to fit their community and chapter.

Duration of Membership Campaign

- Now through May 31.

Identify a “Target Audience” and Strategies and Activities to Recruit New Members

- Each chapter identifies who they wish to reach out to and develop strategies and local efforts to recruit new members.

Chapter Challenge

The Arc has set a statewide goal of 43 NEW members for each Chapter of The Arc of Indiana by the end of the 2017.

In addition, 2017 is the second year under The Arc’s new Chapter Affiliation Fee Structure in which chapters are assigned membership goals. Those chapters who successfully reach and exceed their goals in 2017 will have their state fees reduced by 5% for 2017. I will be sending more information about those goals at later time.

To help us increase our membership statewide and to encourage chapters to work towards their membership goal, each chapter is challenged to recruit (at least) 43 NEW members during the membership campaign.

Rewards and Recognition for Chapters

- Chapters who meet/exceed the challenge of 43 additional members will receive 2 complimentary tickets to The Arc’s Annual Awards Appreciation Program in December 2017.
- All participating chapters will receive recognition at the Awards Program and will compete for The Arc’s Membership Traveling Trophy.
- The Arc’s Membership Traveling Trophy is awarded to two chapters - one to the Chapter that recruits the newest members and the second to the Chapter that recruits the most members based upon their population base which enables chapters from the smallest populated areas of the state to have an equal chance of top honors.

Support available from The Arc of Indiana

- Membership Campaign Toolkit.
- On-site visit if requested, as well as phone and e-mail support, from The Arc’s Director of Program Services and Assistant Director of Public Relations.
- Information and resources available on the “Chapters Only” section of The Arc of Indiana website.

#TheArcAction



2017 Membership Campaign Toolkit

Each chapter defines membership locally

- There is no one type of membership. Each chapter looks at it differently.
- Some chapters have one classification - Member - while many chapters have different classifications - Individual, Self-Advocate, Family, Business and others.
- Every local chapter determines what constitutes a member and what the dues amount, if any, those members pay. And all the dues collected stays with the local chapter!

Membership Reporting (Detailed Instructions will be coming in another email)

- All new members recruited from January through May and reported by Monday, June 13, 2017.
- With The Arc of the US's electronic membership processing, the chapter need only email those same membership listing/reports sent to national to The Arc of Indiana.
Chapters may report their additional/new members using The Arc US Membership Portal BUT Chapters MUST also send an electronic copy of those members to The Arc of Indiana.

Recruiting New Members

There has been significant growth in membership of The Arc of Indiana in recent years; we now have **more than 27,000 members statewide**. Congratulations to our chapters! And while it may seem like it's impossible to find anyone else to join, based on the calls we receive at The Arc of Indiana many Hoosiers are unaware not only of membership in The Arc but of the membership opportunities at your local level.

Identify a "Target Audience"

It is suggested that chapters "identify and target" a certain audience/population for membership recruitment. Among possible targeted audiences are:

- *Parents/Relatives of adult consumers of disability services
- *Self-Advocates/consumers of services
- *Disability Service Provider/Direct Care Workers- chapter employees
- *Local Arc Chapter Donors
- *Public Policy/Elected Officials
- *Local Businesses
- *Local Business Leaders
- *Parents of School-Age and/or Pre-School Youth
- *Special Education Professionals
- *Members of local disability parent support groups
- *Special Olympics Participants and Volunteers

If you are a service provider chapter of The Arc you may already report your consumers, their families, your employees, donors and others as members.

- Do you provide them with complimentary memberships?
- There is always turnover; how frequently do you report new consumers, families or employees?
- Check your current roster of members and provide memberships to those new to your chapter.
- It's an easy way to add new members.

#TheArcAction



THE ARC OF INDIANA

Advocacy-only chapters

- You often rely on membership dues income for chapter revenue.
- Providing complimentary memberships, you feel, will decrease your income.
- Yet provide gift or trial memberships for 12 months (or at least 6 months) and then seek renewal - with dues.
- If your members see value they will renew and pay dues
- And you'd be retaining members you would not have had without the initial complimentary membership.

Too often chapters want to reach everyone at once - and end up reaching very few. A local chapter, in a membership campaign, needs to identify and narrow the focus of a membership drive. A chapter will not, with one effort, be able to recruit members from the list of the target audiences above. Yet, we all recognize that all the above audiences should be involved with The Arc. That's the challenge in narrowing the focus.

One group to target - and it is fairly simple - Public Policy/Elected Officials

- The Arc of Indiana has implemented "The Arc of Tomorrow"
- And The Arc of Indiana calls upon our local chapters to participate in public policy advocacy.
- Advocacy includes engaging "state and federal lawmakers on the public policy issues impacting people with I/DD and families."

Who to provide memberships to:

- County Commissioners & Council members
- School board members
- Mayors
- Legislators
- School Superintendents, Special Education Directors and other school administrators
- And there are many others such as public transit director, Parks Department staff and more

Ways and Methods to Meet and Exceed the Challenge: Ideas for Recruiting Members

This section provides ideas, suggestions and activities that can assist chapters in recruiting 43 or more members during the membership campaign. And while the ideas are presented, please feel free to adapt and modify any of the ideas presented. These suggestions are starting points. Let your imagination and creative juices flow freely.

ASK

The simplest, easiest and most successful way to recruit additional members to The Arc is to **ASK**.

Ask people directly to join. The most effective way to do this is to **ASK**...friends, acquaintances, relatives and co-workers to join. Be sure to provide them with the information about your chapter to make an effective "**ASK**." If just 20 individuals ask 2 people a piece, you are well on your way.

Suggestions for organizing your membership campaign

- Identify the key persons who will coordinate the efforts.
- Target who you wish to recruit as new members.
- Campaign designed to tie-in with local disability awareness efforts. Add the membership recruitment component to those awareness activities.
- Remember and use the Membership Campaign Theme

#TheArcAction



2017 Membership Campaign Toolkit

For example, if you conduct and/or participate in a community awareness fair, have membership materials as part of the display and as you meet with attendees and discuss your chapter, highlight the need for members. Possibly offer one-year complimentary memberships. If you have people sign-up for a door prize, have complimentary memberships as a “secondary” prize in which everyone who enters receives a membership with everyone a winner.

This same approach can be used if you sponsor disability awareness programs, open houses, etc. All who attend receive complimentary memberships. An amazing thing that is often seen when a program is presented, the local organizers never have a sign in form or registration and don’t capture the names and information of those who attend. Always have a sign-in for any event, whether it be a program on Medicaid Waivers, a dance, an art exhibit, etc.

With all the following ideas, think membership - and how you can connect the events with the recruitment of new members!

Recruitment/Activities/Ideas

Listed are ideas to recruit and retain members. Complete information on each of these ideas - and more - are included in The Arc’s [Membership Manual](#). If you would like a copy of the manual contact Clint McKay at cmckay@arcind.org.

- ✓ *Sports Event - Host local tie-in events around national or local sporting events.*
- ✓ *“Open House”/ Facility Tours. Showcase your office, programs, and services.*
- ✓ *Art Show. Showcase local artists with disabilities with a “Works of Arc” exhibit and reception.*
- ✓ *Offer Program(s) on relevant Topic(s). Host programs/meetings. Invite a speaker from the Self-Advocates of Indiana Speakers Bureau or invite a Family Educator from The Arc of Indiana to make a presentation.*
- ✓ *Create New Levels of Memberships - for individuals, businesses, service groups and others.*
- ✓ *Outreach to the Faith Based Community.*
- ✓ *Connecting in the Neighborhood Target apartment complexes, housing authorities, homeowner’s associations/ communities, gated communities, etc.*
- ✓ *Mall/Shopping Center Opportunity, connecting in the community. Approach local mall(s) for community opportunities that a local chapter might tie into, such as “Have Your Gifts Wrapped Here for Free.” That may draw some shoppers.*
- ✓ *Library. Displays, story hours, featured books with disability themes.*
- ✓ *Respite Night Out. Offer to parents and family members by hosting an event for self-advocates and children.*
- ✓ *A Residential Open House Operate residential programs? Hold a Community Residential Open House.*
- ✓ *FAS Awareness. Focus on St. Patrick’s Day and connect with restaurants and bars.*
- ✓ *Within Your Own Community. Involve Staff. Provide memberships to their consumers, families, & staff.*
- ✓ *Educational Recruitment. Look to colleges, educators/teachers, PTO/PTAs*
- ✓ *Website and Social Media Promotion. More on this later.*
- ✓ *News media. Don’t forget the old-fashioned way of promotion - with newspapers, radio, TV and cable outlets. Write a regular op-ed piece or letter to the editor or your local newspaper. Create press packets to distribute to all local news media. Distribute PSAs which are available from The Arc. And don’t forget your college and high schools - they have newspapers, radio & TV (in house often).*
- ✓ *“Welcome Wagon”, local Economic Development/Chamber of Commerce & Realtors Re-location groups Service Clubs.*
- ✓ *Community Service Partnerships*

#TheArcAction



THE ARC OF INDIANA

- ✓ *Disability Summit. Host a disability summit inviting all disability-related organizations*
- ✓ *Get a sponsor/merchant to underwrite the cost of new limited-time member benefits you can use to make a special push for joining now.*
- ✓ *Create Your Own Ideas. Taking any of the above ideas OR when creating new ideas one way to look at solving and implementing ideas, more heads are better than one.*

Here's an idea - Bring together a group of members, volunteers, self advocates, board, and staff. Ask each person to think about membership & disability campaign ideas and/or problems-challenges. Ask them to write one thing down... such as "How can we get more people to come to an Open House?" or "What could we do for disability awareness month and recruit members?" Once everyone has written out a problem or thought, ask each person to pass his/her sheet to the right. That individual then reads the problem and writes down the first solution/idea that comes to mind. Keep rotating the sheets about every 30 seconds until everyone has identified possibly ideas and sheets are returned to their originators. Finish by discussing some of the ideas and pointing out how teamwork can make a difference and discuss working on some of the issues/ideas identified.

Use Social Media

The Arc of Indiana recently completed a "60 stories in 60 years" campaign on social media. Each week we told a story that typifies our organization, why we matter and what our mission is. *We received the Innovative Marketing Campaign, Award of Excellence from the Indiana Society of Association Executives for our "60 stories in 60 years" campaign.* Many chapters have contacted me this year to explain their increased use or development of a social media plan and how it has benefited them. You can develop the same type of strategy, campaign or the like and watch your footprint grow.

Many of you already have social media platforms developed. Use these as recruitment tools, let your followers know you are looking for new members and want them to become part of your family.

If you are not currently using social media... Social media is the fastest growing way to communicate in the world.

Set up a Facebook page for your organization. This is free and allows other Facebook users to become fans of your page. Use the page to publish information about your organization and planned events, and if you have an advertising budget, Facebook offers an ad service which you can target to very specific demographics.

Set up a Twitter handle, it is another great resource for marketing. "Tweeting" about your organization and its efforts to attract members will be seen by thousands, and you can build a group of followers who you can prospect for membership possibilities.

Set up an Instagram account. This fastest growing social media platform is easy to use, allows for "cross-posts" across other social media and is image based. Give you followers behind the scenes glimpses in to your mission, what you are all about and promote your membership campaign.

If you need assistance with any of these social media platforms best practices or anything else, please do not hesitate to contact me.

The Arc of Indiana
Attn: Mr. Clint McKay
107 N. Pennsylvania Street, Suite 800
Indianapolis, IN 46204
cmckay@arcind.org
317-977-2382

#TheArcAction

