

## **BROADENING THE MEMBERSHIP BASE OF YOUR DOVIA**

1. **Analyze your current membership. Who seems to join "naturally"? Who seems hard to attract? Have there been changes in recent years in the profile of newer members? Do people remain members as long as they are in their jobs or do they join and then drop out?**
2. **Take a hard look at both the benefits of membership and what you expect members to contribute. Can each be strengthened? Do you state your expectations in membership materials?**
3. **Why did current members join? Why do you think others have not? Why do members renew? Is it easy to find members willing to take on leadership roles?**
4. **Expand your vision of potential prospective members:**
  - o **Which organizations in your community have a volunteer component? Think beyond social services and health care!**
  - o **Remember that most people who lead volunteer efforts do so on a PART-TIME basis. What professions are likeliest to have the responsibility for volunteers added to their primary job?**
  - o **Start by making your vocabulary more inclusive: *community service, alumni affairs, lay ministry, pro bono publico work, service-learning, etc.***
  - o **What about directors of volunteers in for-profit settings, politically-partisan organizations, or officers of all-volunteer associations? Or volunteers carrying administrative roles in support of directors of volunteers?**
5. **Once you have a more inclusive list of prospects, brainstorm the potential places to find these candidates.**
6. **Develop outreach materials that are appropriate for the sources identified.**
7. **Set a goal and spread the word!**
8. **Have a plan for welcoming and orienting new prospects/members, including asking them to get involved in a project.**



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Concept: Volunteer Centers and DOVIAs should do things that support volunteerism in a community that would not be possible to do (easily or at all) by any individual volunteer program.

Some possible areas of involvement:

- \*\* Encouraging small, local businesses to do community service
- \*\* Creating linkages between arts groups and volunteer efforts; between the school system and volunteer efforts; between the Chamber of Commerce and....
- \*\* Support of concerned, individual citizens who wish to be activist volunteers
- \*\* Offering meeting space and office services to all-volunteer groups
- \*\* Evening and weekend hours
- \*\* Fundraising for the needs of volunteers, e.g., enabling funds
- \*\* Coordinating barter projects
- \*\* Coordinating the "sharing" of volunteers with special skills
- \*\* Leadership training
- \*\* Training for executive directors on subjects related to volunteerism
- \*\* Training for various professions on how to supervise volunteers
- \*\* Modeling volunteer projects
- \*\* Staffing of major community events
- \*\* Maintaining an archive and repository
- \*\* Legislative advocacy
- \*\* Re-training of the unemployed
- \*\* Producing recruitment and recognition videos
- \*\* Publishing hints books
- \*\* Working with local unions
- \*\* Forming training cooperatives
- \*\* Applying for group insurance
- \*\* Advocating for new, creative volunteer assignments
- \*\* Targeting special audiences of potential volunteers
- \*\* (keep the list going....)