

**Best Practices: #034 Recruiting/Retention**  
**Heading: Membership**  
**Issued: October 8, 2006**

Never miss an opportunity to recruit new members. One of the best things our chapter did was to have club business cards printed. These were distributed to each member. When members meet other woodturners, or someone who is interested in woodturning, just hand them a card. If they are not immediately ready to attend a chapter meeting, the card will still be around as a continuing reminder.

The card should have the basic chapter information: Name of your chapter, Where and When you meet, Website, and Phone numbers of at least two chapter contacts.

Also, print some tri-fold brochures for people to take that contains the same information as with the business cards, along with additional information such as: Your chapter's reason for existence; Your AAW affiliation; How many members you currently have; When and Where you meet; What you do at your meetings; Your dues requirements; Your chapter goals; and an Application for Membership form. These tri-folds can be displayed at craft shows, fairs, library displays, and wood and woodworking retail outlets. Be sure to make these available to area woodturning instructors. See Best Practice #025 Brochures, for more information on this subject.

It is truly amazing how many people took a woodturning class 'way back when' in high school, and have been thinking about getting back into it. That is why demonstrations are such an important part of a chapter's meeting. Both new and current members benefit greatly from these demos. You may also want to schedule a class for new members. A benefit of belonging to a chapter is in not having to pay to learn new skills, when there is so much experience within the chapter.

Remember, many people do not join an organization because too much emphasis is placed on the business part of the meeting. While necessary, that part should be kept to a minimum. Most woodturners want to learn something new or improve their skills. They do not want to spend an hour discussing dues. Meetings should be fun!

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