**Membership Recruitment Checklist**

***Utilize this checklist to explore current efforts and potential opportunities for increasing your membership through effective marketing.***

**Does your council have…?**

* **Flyers for upcoming events and council details (purpose and ways to be involved) placed on bulletin boards of partner organizations or other areas where youth in/of care may be?**
* **Brochures/one-sheeters created to be left at public and non-profit agencies to inform the public current projects and recent updated?**
* **Business cards to be distributed to those commonly in contact with your agency or any youth you come across in your line of work?**
* **Information posted on organizational websites about your council, how to be involved and access to a sign-up form?**
* **Brainstormed with current members about locations, professionals, programs, etc. where potential members could be found?**
* **Developed an awareness of your efforts among agencies serving your population?**
* **A scrapbook of consumer group’s activities?**
* **Planned and hosted social, recruitment events where potential members can mingle with current members?**
* **Relationships with key community champions, agencies and programs?**
* **A listserv of child city, service area or state administrators and other organizations involved in serving your consumer population?**
* **Members who are aware of the sign-up procedure and engaged in reaching out to peers and professionals in their lives?**
* **The option for potential members to visit a meeting/event as a guest or somehow “check-out” the council before deciding to join?**
* **Specific dates scheduled for your meetings?**
* **Active use of social media, including the council Facebook page, to promote local events and successes?**
* **Clear short-term and long-term local goals for new members to get excited about? If so, are current members able to share these?**
* **Current members actively engaged in recruiting new members?**

**What are your goals for membership?**

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 **How are you currently going about achieving them?**

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**What additional steps are you planning to try in the next three months?**

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**Who and/or what support do you need to make these goals a reality?**

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**What steps will you take to include members in your marketing/recruitment plans?**

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**How will you know these goals have been achieved?**

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