

Membership Recruitment and Retention

I. Image:

- a) Leadership (revolving, transition, sharing the work, asking people to do things);
- b) Diversity;
- c) Programs and Activities
 - 1) Coalitions and allies, legislative issues, pride activities, safe schools
 - 2) Breakout groups: friends, grandparents and seniors, parents of adolescents, parents of adults, siblings, youth
- d) Speakers Bureau (partner with faith groups, local PTA, community groups, political allies);
- e) Media (seek out the press and media, always mention when and where you meet or a contact during all interviews, designate a communications contact person who is easily available, seek resources from the national office);
- f) Special event and public events (consider including a membership in PFLAG in the price people pay for a program so they automatically become members, ask groups to co-sponsor events, publicize widely to attract new members and at-large members)

II. Access

Meeting time (consider varying it – i.e. a night and then a Sunday afternoon), location (public transport, neutral, non-intimidating, rotating sites, safe), brochure (simple design, meeting information, culturally sensitive - i.e. stick figures without color, distribution, business cards), advertising

III. Structure

- a) New members: orientation, buddy system, name tags, consider asking new ones to meet for coffee, how did it go, etc?
- b) Programs: Have a support circle first and then education, etc.
- c) Targeted meetings: bisexual, coming out, friends and siblings, GLBT parents, HIV, parents of children, adolescent, adult, race, straight spouses, transgender

IV. How do people join

- a) recruitment: events, meetings, asking new members
- b) Events: boards, booths and tables at affirming churches, businesses and business associations, community organizations, political allies, GLBT hangout spots, pride, school fairs and PTA meetings, social service fairs

V. Retention

Communication, open board meetings, suggestion box/survey, annual retreat/picnic, leadership opportunities, coalitions, newsletters, awards, thank you event
Renewal: notice in newsletter, three mailed notices, one phone call

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