



*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Recruitment Tip: Recruiting by the Numbers

At SIA Headquarters, our staff tracks membership trends on a monthly basis, keeping an eye on the number of members in each club, region, and country around the world. Your Region Governor and Region Membership Chair review this information regularly, too – monitoring membership progress across the districts or clubs in your region. These numbers tell us stories, which helps us to learn about the typical patterns in membership and set a strategy for increasing our numbers worldwide.

What do the numbers look like in your club? Reviewing the numbers and using data to set realistic goals is a great way to successfully grow your membership – and it makes the task much less daunting! Here are three simple steps to setting out a data-driven recruitment strategy at the local club level:

1. Do your research!

Take a look at the data your club has on hand, such as archived club rosters or meeting attendance records over the years. When was membership highest? At what time of year does membership grow, and when does it decrease for your club? Do you remember what club events were happening that may have impacted those membership changes? You may wish to talk to the most seasoned members in your club to learn about their memories of when your club's membership reached its highest numbers.

2. Strategize!

Once you've done some research about the past, it's time to look ahead. Based on the historical membership trends, what is a reasonable goal to improve over your club's past performance this year? For your club, that may mean that you hope to recruit two members to offset the two members that may resign this year, to maintain your membership level instead of decreasing! Or if your club steadily grows by 3 each year, perhaps a reasonable goal is to grow even more – by adding 4 members this year!

Remember – it's not ALL about the numbers! You'll need to balance your strategy by setting a data-based goal, and also setting up engaging activities so that your new members can participate in Soroptimist's Dream Programs right away.

3. Measure your progress!

Whatever goal you set for your club's membership, check your progress regularly. Set time on your monthly meeting agenda to report out and discuss how many members the club has added this month, and how close you are to your goal for the year. This way, all of your members can celebrate success when the group is on-track, or make plans to catch up or adjust the strategy if recruitment efforts have fallen behind.

By following these three simple steps and bringing data into your membership plans at the local level, you'll find it easier to stay on-track and achieve your goals for membership growth. Are you seeing success in reaching your recruitment targets? Please share your goals and progress by dropping us a line at membership@soroptimist.org!