



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

## SOROPTIMIST INTERNATIONAL OF THE AMERICAS

### Recruitment Tip: Let's Talk About Dues & Fees

Let's face it. Talking about money is no one's favorite thing to do! But when it comes to recruiting new members into our organization, it's absolutely essential to be upfront, clear, and sensitive about the financial commitments that are part of membership, and to explain how dues and fees support [the work that we do](#) to improve the lives of women and girls. A great way your club can prepare for these conversations is to develop flexible policies and safety nets at the club level for new recruits or long-standing members who may run into financial difficulty at one time or another.

Here are some of the best ideas we've heard from Region Membership Chairs across the federation about tackling the topic of dues and fees during recruitment:

- Don't shy away from the topic – have a conversation about dues and other responsibilities during your first meeting with a prospective member. By describing your club's programs and the various support provided by the region and federation levels first, you'll lay the groundwork for an outline of the financial obligations to your club, where the money goes, and how it helps us carry out our mission.
- Allow new members to make payments in installments if needed. As we look towards recruiting younger members who may have financial restraints early in their career or as they start families, providing this flexibility can make membership accessible. Set up a payment plan with clear-cut payment dates over the course of several weeks, and welcome them into the club's activities from the very start.
- Set up a "finance support" fund in your club budget. This could be funded by holding a specific fundraiser designated for this purpose, or by charging a dollar or two in each member's dues to be allocated to the fund each year. This fund can be used to cover dues or fees when a member joins during the last few months of the club year, so that they can enter membership immediately, without being billed again within a couple of months when the new club year rolls around. This fund could also be used to pay partial dues/fees for a member who may have a financial hardship, but is committed to the mission and will be a great addition to the club.

By taking any or all of these steps, your club will be able to attract new members without having to avoid the uncomfortable topic of dues and fees, or having to worry that a prospective member will change her mind about joining after seeing her dues invoice. Clear communication, flexibility in payment schedule, and an emergency fund to defray costs are all you need to tackle the difficult topic of dues and fees and bring in a new member right away so that your club can help more women and girls!