



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

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Recruitment Tip: Capitalize on Pro-Rated Dues

Did you know that new members joining after January 1 are billed half the annual SIA Dues rate? This is the perfect opportunity to recruit potential members to your club! If your club has been engaging community members and volunteers throughout the first half of the club year, and they have not yet become full-fledged members, the beginning of the new calendar year is the ideal time to make your case and bring them in to club membership.

As a Soroptimist, you know the [value of membership](#). You are invested in our **mission**, and have experienced joy by working with like-minded women on global programs that economically empower disadvantaged women and girls. You have built **connections** with women in your club and around the world, and have access to leadership development opportunities. You have received **assistance** and resources from SIA headquarters, enabling your club to carry out our brand-unifying Dream Programs.

But prospective members or occasional volunteers have not yet experienced all of these benefits that make membership worth renewing year after year. Bringing a prospect when dues are pro-rated allows your club to offer her a lower dues rate to join. Over the next few months, she will have those positive membership experiences and be excited to renew when the new club year begins.

To maximize this recruitment opportunity, engage your entire club to join the effort. Here are a few ideas to boost recruitment during the pro-rated dues period!

- **Each member get a member:**
Issue a challenge your club members. Can each person recruit one new member this month? By sharing the responsibility in this way, your club could double in size quickly! Each member should identify a person they know who would be a great addition to your club. Then they can arrange a coffee date with that prospective member, share information about SIA, and ask her to join your club.
- **Encourage former members to reinstate:**
Former Soroptimist members are great prospects, as they are aware of our mission and programs. Reach out to your contacts who have previously been club members. If they left for personal reasons and circumstances have changed, they may be ready to re-join but just need to be asked!
- **Contact local organizations:**
Customize [recruitment materials](#) with your club contact information and upcoming events. Share them widely with local schools, businesses, and women's organizations. You may just catch the eye of your club's next member!

- **Leverage social media:**

Use your club's Facebook page and other social media platforms to spread the word about your club and our programs. Ask your club members to share your posts with their networks and share their Soroptimist story online. Always respond to contacts on social media and ask them to come to your next meeting!

By using one or all of these tried and true recruitment methods, your club will surely connect with some prospective members. Remember to be up front with prospects about the costs and responsibilities of membership, and emphasize the great opportunity to join immediately to reap the benefit of pro-rated dues after January 1!