Membership Problem-Solving

Ideas from 2026-2028 Chapter Membership Chairs

Problem #1 - What are some strategies for recruiting new members?

- Ask members to bring a visitor (*potential member*) to a meeting
- Ask members to refer prospective members
- Recruit members ***all year***, not just at one meeting
- Have open meetings so that prospective members can attend at any time
- Follow up with guests within 48 hours with a phone call or note
- Attend New Teacher Orientation
  - Provide snacks or a meal
  - Share info about DKG
  - Give goody bags with supplies, include a chapter brochure, and an invitation to a meeting
- Hold a “Meet & Greet” with system new hires (*new to the school system*); hand out goody bags and information sheets
- Extend a personal invitation to an educator to attend a meeting
- Invite grant recipients to join
- Seek referrals from district or school administrators
- Complete a Prospect Card and give it to your membership chair
- Provide grants for beginning teachers or other nonmembers
- Visit local school socials to meet educators
- Provide goody bags with a chapter brochure to teachers at members’ schools
- Develop relationships with college education departments to reach out to possible collegiate members
- Share the benefits of becoming a DKG member - professional growth, personal connections, service & impact,
- Present a “Buzzing BEE (Beginning Educators Excelling)” award and invite the teacher to a meeting
- Invite Teachers of the Year and/or Principals of the Year to a meeting and honor them
- Place flyers or brochures in local libraries or other public places
- Look beyond the regular classroom - a woman who teaches something to someone, and gets paid, is eligible for membership
- Watch newspapers, Facebook, etc., highlighting teachers recognized for educational awards, and invite them to a meeting
- Take snack baskets to schools with a flyer including a QR code to request more information about DKG
- Ask members who are substituting to mention DKG where they are subbing
- Target different career stages - new teachers, mid-career educators, retired educators

Problem #2 - How do we keep new members?

- Keep an open line of communication
- Assign a mentor
- Active involvement - give them a job so they feel like they are involved
- Check in with new members regularly, not just before or after meetings
- Have engaging, meaningful, and relevant programs and speakers
- Create opportunities for members to connect outside formal meetings - Mix & Mingle, casual meet-up, Bunco, Wine & Design, cookie decorating, Saturday get together
- Shadow a current chapter leader
- Identify strengths and talents for committees
- New member sponsor is the mentor for that member
- Sister/buddy members
- Send cards to members who miss meetings
- Shared leadership - plan activities together and give assignments
- Provide a meal or snacks for fellowship time before meetings
- Provide door prizes, gifts, or have a raffle at meetings
- Hold hybrid meetings so they can attend, even if not in person
- Flexible meeting dates, days, times
- Pair each new member with an experienced member who:
    - Sits with them at meetings
    - Introduces them to others
    - Answers questions
    - Explains traditions and procedures
    - Encourages participation

Problem #3 - How can we use technology to recruit new members?

- Use Zoom or Google Meet for orientation meetings
- Conduct hybrid meetings - many new members will attend virtually before they come in person
- Utilize group chat apps such as GroupMe (Microsoft)
- Create a chapter Facebook or other social media page
- Send text reminders for meetings several days in advance
- Advertise your chapter in newspapers or online
- Create a Facebook Reel or YouTube Short highlighting a chapter project
- Develop a brochure or flyer inviting educators to contact you about membership
- Create a simple digital invitation that is emailed to members and posted on social media
- Post photos and videos of:
    - Service projects
    - Professional development events
    - Social gatherings
    - Member recognitions
    - Community partnerships
- Host online "Discover DKG" events using Zoom or Google Meet. Topics might include:
    - What is DKG?
    - Membership benefits
    - Leadership opportunities
    - Scholarships and grants
    - Questions and answers
- Create a simple Google Form where educators can:
    - Request information
    - Ask questions
    - Indicate areas of interest
    - Sign up for events

  Follow up personally within a few days.