

Culinary Federation – Branch Membership Recruitment & Engagement Action Plan

Purpose:

This template is designed to help branches create a clear, actionable plan for membership recruitment and engagement. It provides structure for setting goals, planning activities, and tracking progress. Completed plans will also allow the national team to identify where support is needed and share best practices between branches.

Branch Information

- Branch Name: _____
 - President/Lead Contact: _____
 - Email: _____
 - Phone: _____
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1. Recruitment Goals

- Target number of new members this year: _____
- Focus categories (chefs, students/apprentices, producers, corporations, food enthusiasts):

- Strategies for reaching each group:

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2. Engagement Strategies for Current Members

- Planned activities/events to keep members engaged:

- Mentorship or professional growth initiatives:

- Recognition or appreciation methods (spotlights, awards, thank-yous):

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3. Tools & Resources

- Which national documents or templates from the Google Drive will you use?

- Additional resources your branch may need:

4. Roles & Responsibilities

- Committee Members & Assigned Roles:
 - Recruitment Lead: _____
 - Social Media/Communications: _____
 - Events Coordinator: _____
 - Member Engagement/Retention: _____
 - Other: _____

5. Timeline & Milestones

- Quarter 1 Goals (Jan–Mar):

- Quarter 2 Goals (Apr–Jun):

- Quarter 3 Goals (Jul–Sep):

- Quarter 4 Goals (Oct–Dec):

6. Progress Reporting & Reflection

- Key successes this quarter:

- Challenges faced:

- Support needed from National:

Submission Instructions:

Please complete this template at the beginning of your branch's planning cycle and update it quarterly. Submit a copy to the national Recruitment Committee for review and support. This will ensure consistent growth and engagement across all branches while allowing us to share successes and solutions nationally.

Together, we grow stronger.