

7 STEPS TO PLANNING A MEMBERSHIP DRIVE

A Membership Drive will introduce parishioners (potential members) to your branch and the many programs, events and charitable opportunities it offers. Start planning now so that your branch will be organized and prepared as the scheduled date arrives.

1. Ask Permission

- Contact your pastor or parish administrator about participating in a scheduled ministry fair or find out available dates to hold your own weekend membership drive. Ask if a branch member can give a short speech at each Mass, if not can a pulpit announcement be read. Reserve the date promptly.

2. Coordinate with Parish Staff

- Get informed about parish procedures to hold and promote the Membership Drive. For example, location to set up table(s), placing announcements or flyers in bulletins, pulpit announcements, providing a speaker at Mass, etc.

3. Involve Members

- Invite members to get involved with the Membership Drive! The more people involved, the more excitement you will generate. There are plenty of jobs to go around such as speakers at Mass, staffing the table (energetic, welcoming and informed members), preparing handouts, baking cookies, etc.

4. Prepare Materials

- Gather printed materials such as brochures, branch calendar, photos from branch events, banner or poster, sign-up sheets, etc. Allow plenty of time for items that need to be ordered. Consult the Membership Drive Checklist.

5. Set up for Success

- Draw attention to your table with a nice table cloth, colorful banner or poster, photo album of branch events, balloons, memorabilia, and some home-made cookies, hard candy or other small giveaway. Your goal is to create a space that looks professional, informative, welcoming and fun.

6. Get Sign-Ups

- Collect parishioner contact information – name, address, email, interest in family membership on sign-up sheet. Invite them to be a guest at next meeting and give them prepared handouts with information about the ICF and your Branch. Have applications available for parishioners that want to join right away (be prepared for cash, check, and credit card payments).

7. Follow Up

- Have a plan in place on how your branch will follow up with parishioners who signed up at the Membership Drive. For example, phone each person and thank them for signing up, answer additional questions and invite them to the next meeting or event. Assign a member to welcome/sit with them at the meeting.

*Set up a Membership Table at branch gatherings and parish events (with permission). A member can also volunteer at the table to welcome people, answer questions and get sign-ups.