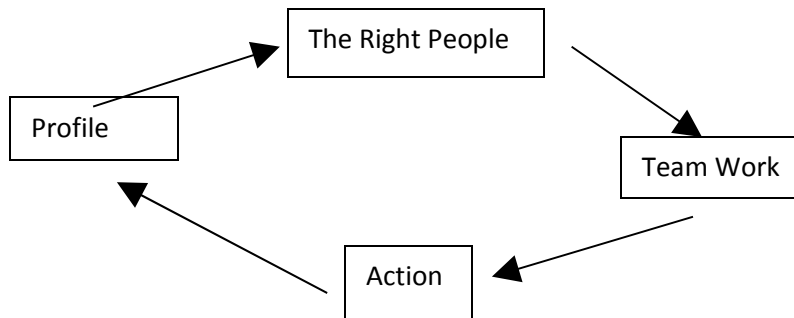


Finding and keeping new members – ideas and “I” statements generated by workshop participants

Change in Progress workshop, Bristol, 21 March

Cycle of retention:



Below follows a write-up of “I statements” from local group members expressing how they might view each stage in the recruitment circle positively from a new group member’s perspective, followed by further ideas under each heading generated in discussion/brainstorming later.

ACTION

'I' Statements

- Feeling safe
- I like to have fun with campaigning
- Clear instructions / Meeting place etc
- Knowledge that you CAN contribute
- Need modern names/people or happenings to motivate younger people
- I was intrigued by a stall and went over to see what it was all about
- I wanted to do something – Join active group
- I want to feel happy with our objectives and tactics
- I want to know I’m effective
- I left the meeting feeling I had achieved something in participation with others
- I was given the time and materials during an event to write a message to my MP
- I was given a free sample of a FT product and talked about the message behind FT

Ideas

- Work with other organisations- greater strength- respecting individuals-email and mobile phone sharing-fast mobilisation-stunts- using others expertise when appropriate
- Stalls
- Be Visible

- Use striking imagery
- Personal approach / humour
- Street Theatre
- Taking care of each other
- Communication
- Public Meetings sometimes in concept with other groups – widens participation
- Getting involved in local events
- Work with schools including on and with curricula
- Keep momentum – Keep them active
- Move inward if the activity meets one's own expectations
- People will tend to show an interest if the campaign will affect them personally. On this basis they may be inspired to join the group and become involved
- Combating scepticism
- Framework for interaction

PROFILE

'I' Statements

- I want to be drawn to take action
- I want to understand the campaign
- I find the leaflet appealing because it is easy to relate to and expressed issues in a universal way that is not too narrow or exclusive
- I want information
- I understand
- I was encouraged by existing committee members to join and participate in meetings
- I saw a good stall with someone willing to talk to me about issues I cared about
- Effective group cause I support

Ideas

- Press Release, Posters, Newsletters, Relationships with Journalists, Individual letters to Churches, schools and 'big' businesses
- Emails
- Attractively visual stalls/posters
- T-shirts
- Dress up as a polar bear etc.
- Street Theatre
- Well written and concise material
- Making aims clear – enough communication
- Clear, concise message (KISS)
- Internet /social networking sites
- Lobbying MP's / Government – Get elected!
- Understanding your audience – demographics / ethnicity / culture
- Connecting with other groups / campaigns

- Relationship with local media
- Easy to find contact details
- Website – Keep it updated
- Attractive visuals
- Personal interest – frustration at nothing happening
- Group leaflets – use easy language that is understandable to all – no jargon or acronyms
- Increase effectiveness and Personal Impacts
- Make leaflets attractive and not too wordy
- Interesting speaker – of interest to the individual
- Make stalls eye-catching and clear to new people
- Using different messages for different audiences
- Simple messages for complex problems to communicate

TEAMWORK

'I' Statements

- I continue to take part in meetings when they are well run, short meetings aiming at action
- Speak to right person who comes to the stall and engage with them
- I came to a meeting and people were friendly and welcoming and valued my suggestions
- Welcome people at meetings take contact details, implement a 'buddy' system
- I realise that acting together can be more effective than acting as an individual
- I want work to be shared
- I want to be heard
- I want others to share their knowledge and skills
- I want respect
- I felt appreciated for my contribution
- I was offered a place on the committee of a group when I joined
- I felt listened to
- I was encouraged to adopt a specific taste in running an event
- I was made to feel a valued asset to the group
- I was asked by the chair to do something I was capable of doing without too much effort
- I was asked to do a particular job because of my previous experience
- I felt I was on the start of an adventure

Ideas

- Explanation of organisational set up
- Openness and inclusion without take-over
- Delegation – Small tasks – Good communication in group
- Rotating chairs

- Structure
- Using skills effectively
- Shared responsibility
- Good leadership (can be shared)
- Encouraging members' development
- Targeted team wide approach to recruitment
- Democracy
- Friendly people on stalls and at meetings
- Being part of a group
- 2nd/3rd meeting /demo what we can do – Be effective
- Good speakers / well organised meeting / details of venue all clear on leaflet
- Groups and societies working together
- Ownership
- Crossover between youth and main groups

RIGHT PEOPLE

'I' Statements

- I got talking about the group with a friend who was involved
- I want to do volunteer work to diversify my CV
- Emotional /personal appeal to individuals
- I want to feel welcomed and included
- I must have a visually distinctive banner
- I'm bored of just studying my course
- I am enchanted with politicians
- Someone friendly stopped me in the street and I enjoyed speaking to them and was inspired
- I became aware of the organisation of some activity that is right and you want to be part of
- Time: Explain can do as much /little as they like
- I was offered training when I became a volunteer
- I found myself with people who enjoyed a social life in addition to campaigning
- I felt a connection with the others involved – common ground and I was welcomed
- I was inspired by the energy and commitment of others in the group
- I was asked what I thought
- I was offered a lift
- I felt trusted
- I was impressed that the group was so friendly

Ideas

- Good stall
- Canvassing
- Training

- Email list of contacts and activists
- Political street theatre
- Tact and diplomacy
- Let people pursue their own interests within reason
- Finding people who will commit
- Radio interview with good feedback
- Outreach into community eg through the Women's Institute and other groups
- Playing to people's skills /passions
- Delegation and Responsibility
- Small manageable tasks /spread
- People organise events of interest to them
- Not too much pressure
- Supporting each other as much or as little as people like
- Showing people that they have time
- Fun social events and fundraisers
- Youth wing
- Young people – certain skills eg.web
- Enthusiasm
- Face to face meetings
- Involvement / Future Involvement