



### **Getting new members doesn't have to be painful!**

Here are some recruitment strategies that are tried and true...

1. Know the Benefits of Membership! Why did you join Canadian Parents for French? What events does your chapter organize to help support French language programming in your community? We recommend you make your "sales pitch" chapter specific after-all the overwhelming majority of membership dues are redirected into your local chapter coffers.
2. Talk to Parents Face to Face. Approach French immersion parents as they wait to pick-up or drop-off their kids. This requires a certain level of coordination by the chapter. Who will reach out to which classes? If your chapter has designated school representatives coordinate the effort with them. Introducing yourself to new parents is an excellent way to spread the word about CPF, to sign up new members, but also to meet other parents in your community.
3. Stuff the backpacks! September brings with it a whole new group of parents. They are dying for information on how to help their child in French. Before every other group in your school recruits these parents, drop a welcome letter, chapter newsletter and CPF application form into every child's backpack and demonstrate to them all that CPF can offer. Have a class representative collect the forms after a week.
4. Organize a Welcome / Information Event. Organize a Help I Don't Speak French night and invite some local experts to talk about resources available to parents. Promote CPF and Membership at the event.
5. Woo them with prizes! Big ticket Branch prizes are a great way to generate interest, but adding local prize can increase the appeal of the membership drive in your community and is a great way to get out and promote CPF! Approach local businesses to donate prizes you can use in draws for new / renewing members. Promote these prizes to potential new members. Once you have their attention, you can demonstrate the long term benefits of a membership in CPF! And who knows the local business you approach might want to become Associate Member Organizations (AMO)!
6. Set up a table. Is there a school event at the beginning of the year where you could set up a CPF table? Online you will find great information sheets for members that you can display on your table. This includes documents on how to help your child with French homework, great resources no child should be without. And make sure you make up plenty of copies to hand out at events. That, along with a volunteer sign-up sheet and someone on hand to talk about benefits and collect membership forms on the spot, will help raise our profile and gain you some active volunteers.
7. Go after the stray sheep! Every chapter gets a membership list every couple of months listing current and lapsed members since that chapter was formed. Most members have email, and you will have quick access to your members. Don't be shy! Phone or email your members to welcome them, nurture them, and entice them to come back. Make them feel needed by offering them a job. Research shows that most people don't volunteer because they have never been asked!