

Getting People to Join Your Group

Recruitment, Involvement, and Action

Sample Checklist

While social action can be completed individually, its effectiveness is magnified as the size of the group expands. Getting people to join your group and keeping them interested is a challenge for any leader.

This section offers suggestions to encourage people to participate in your social action campaign. Use this checklist to help you to get more people involved with your issue.

In order to attract people and organizations to our social action, we . . .

- Asked them to join.
(If you want people to get involved, you have to ask. This also applies to other groups or organizations such as CCHD-funded groups or community agencies. Investigate how you can help each other.)
- Identified a personal benefit.
(A good way to sustain membership and interest in your social action effort, it may be important to ask yourself or those involved "what's in it for them?" Check the benefits that may apply:
 - Personal - Involvement looks good on a resume.
 - Social - This is a good way to meet people.
 - Greater Good - This issue is really interesting to me and to the community in which I live.
- Invited them to be involved but not necessarily attend meetings.
- Listened to hear their needs and what they were willing to offer.
- Involved people in important, but basic activities that got them involved and encouraged their commitment.
- Keep members connected through regular activities or communications.
- Regularly recognize and thank members for their contributions and accomplishments.