

Strengthening Your Chapter Membership

Tennessee State Organization
2024-2026

Note: In order to view resources on the international website, a username (member ID) and password is necessary.



What Makes a Chapter Strong?

- Connections
- Communications
- Member Engagement/Involvement
- Leadership Development



What Else Makes a Chapter Strong?

- Meaningful Meetings
- Planning – for Success
- Nurturing Relationships
- Recruiting and Retaining Members



What Makes Members Strong?

- Orientation
- Mentoring – by other strong members
- Involvement – at all levels
- Leadership Opportunities – in the chapter and beyond
- Recognition – professional and personal



Membership

- Surveys

1. Connections Survey (92% Participation 2023)
2. Planning Committee Survey (85% Participation)
3. Dropped Member Survey
4. DKG Member Engagement Survey
5. Avenue M DKG Report (Found on international website)



Chapters (Planning Committee Survey)

1. Chapter Strengths
 - a. Relationships, Caring, Mutual Support, Generosity, Fellowship
 - b. Community Projects and Involvement
 - c. Member Participation

Comments from Planning Committee Member Survey



Chapters (Planning Committee Survey)

2. Chapter Focus

a. Membership

b. Leadership

c. Participation

d. Community Involvement

e. All Others (Mentoring, Relationship Building,
Survival)

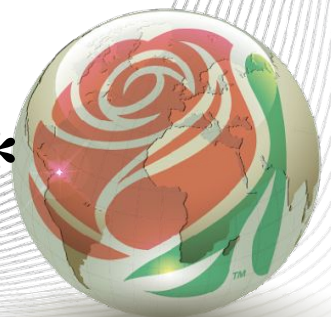
Comments from Planning Committee Member Survey



Chapters (Planning Committee Survey)

3. How can the State Organization Help?
 - a. Reinstatement Campaign
 - b. Chapter Visits
 - c. Tips and Ideas on Recruiting and Retaining Members
 - d. Opportunities to Collaborate with Other Chapters
 - e. Encourage Smaller Chapters

Comments from Planning Committee Member Survey



Chapters (Planning Committee Survey)

4. Successes

- a. Support of Education/Educators; Scholarships
- b. Community Projects
- c. Growth/Retention
- d. Awards from the State Organization
- e. Leadership

Comments from Planning Committee Member Survey



Chapters (Planning Committee Survey)

Final Comments and Suggestions from Planning Committee Member Survey

- Area Directors might consider having occasional Zoom meetings with chapters in their respective areas to do some sharing and problem solving.
- Chapters might focus on leadership development for all members.



Chapters (Dropped Member Survey)

- On October 1, 2023, 135 TNSO members were dropped by International due to non-payment of dues.
- Some members have reinstated their membership.
- State President Marsha Brewer also sent out of survey to dropped members concerning reasons discontinuing membership.
 1. The majority responded that the greatest benefit of being a member was the fellowship/collaboration.
 2. The majority responded that the reason for dropping membership was due to family responsibilities.



Reinstatement Campaign Project

The Reinstatement Campaign Project was developed for two reasons:

- Clean Up member data in the chapter portal
- Reach out to former members and encourage them to return to the Society by:
 - Members placing phone calls to former members assuring them they are missed, telling what is happening in the chapter, in the Society and inviting them to return.
 - Members sending letters to former members inviting them to upcoming meetings.



Reinstatement Campaign Project

Resources

- Dr. Elaine Vaughan, chair of the Chapter Strengthening Committee, would love to help your chapter with the Reinstatement Campaign. Please contact her and let her help your chapter.
- More information on Outreach for Reinstatement may be found on the international website (www.dkg.org). Go to Resources, Membership Resources, then Outreach for Reinstatement (May download Annie's Discussion Map Activity as well).



Chapter Visits

Resources

- Chapter Strengthening Committee (Area Directors and Chapter Strengthening Chair)
Area Director Information may be found on the state website (www.tndkg.org). Go to About Us, then Tennessee Chapters and Presidents or click on the following: <https://www.tndkg.org/tns0-chapters-by-area>
- State President Marsha Brewer, gnash81@comcast.net
- Combined Chapter Meetings



Tips and Ideas on Recruiting and Retaining Members

Resources:

- The international website contains a plethora of information on recruiting members. Go to www.dkg.org, then go to Resources, DKG Officer Resources, down to Membership, Membership Training. Under **Membership Training**, there are videos on Recruiting and Mentoring Members, Building Membership Bridges, and Data.
- The **Membership Plan** contains letters and information to send to potential and new members.



Tips and Ideas on Recruiting and Retaining Members

Resources (continued)

- The **New Members** contains the New Member Kit that may be downloaded and given to a new member at orientation. The chapter brochure template (found on the state website under Resources, Chapter Forms and Reports) is a trifold that a chapter might use for recruitment.
- The **New Member Dashboard** has videos and powerpoints on orientation and reorientation.



Tips and Ideas on Recruiting and Retaining Members

Resources (continued)

There are also resources for retaining members on the international and state website.

- The **Engaging New Members** contains information on how to keep new members engaged.
- The **Chapter Strengthening** contains videos and tools for maintaining membership, chapter check-up, and a membership plan.
- The state website also has information for **Chapter Strengthening** under Resources.



Resources for Leadership

The international website contains numerous resources on leadership. Go to the Leadership Discover Centre and find information on the following:

- Leadership Discovery Centre Videos
- Leadership Around the World
- Leadership in DKG Publications

There are also external resources available.



What can your chapter do when it comes to membership and leadership?

- Build a culture of WE. Engage every member.
- Committee work builds leaders for now and the future.
- We are all in this together.
- Use resources available.
- Do not be afraid to reach out and ask for help.
- The results of the DKG Member Survey indicated that the preferred platform for engaging professional and personal conversations with DKG members was face-to-face. Meeting together builds relationships and connections.

