



Building Networks

Recruitment should be an ongoing effort. Each chapter should appoint or elect a membership chairperson and committee who are responsible for planning and organizing formal membership drives and encouraging other chapter members to recruit new members throughout the year. Put together an overall approach to recruiting new members and get as many current members involved as possible.

You are an IAP2 Ambassador and building the relationships between people and organisations, will build the network.

For example:

- List all the organizations in your area that may have members who are involved in public participation.
- Ask current members for leads and ideas and potential resources or prospects within their own organizations.
- Identify at least one person to contact from each organization.
- Assign someone to contact each person.
- Follow-up with a letter and materials on IAP2 and invite them to a specific event.
- Scan the local papers for examples of public participation, invite community leaders and spokespersons to attend.
- Identify other professional associations and attend their events and request a few minutes to promote IAP2
- Collect business cards in the course of your work, follow up with an email and direct them to the IAP2 website
- Write a letter to the Editor, or send a comment to a website when there is an allied issue quoting the values or ethics of IAP2

A membership drive is a good way to recruit new members, Listed below are some strategies for planning an effective membership drive.

- Plan a chapter meeting that has a broad appeal.
- Schedule the meeting for a time that is convenient for prospective members.
- Present a topic that is locally oriented; perhaps invite a prominent practitioner to be the speaker.
- Compile a list of prospective members and send each prospect a personal invitation to the meeting.
- Mail the invitation at least a month in advance.
- If possible, make the event FREE for the prospective members.
- Assign someone to contact each prospective member by phone.
- Ask chapter members to greet and talk with the guests at the event.
- Have membership forms and marketing materials available at the meeting. (You may obtain these materials online at the IAP2 website)
- At the meeting, have a sign in sheet to get names, organizations, addresses, phone and fax numbers, and e-mail addresses of prospective members, so that your membership committee can contact them later. Send this list to IAP2 and they will start receiving a monthly e-bulletin.