



## Recruiting New Chapter Members During COVID-19 Era

As state and local governments begin to ease coronavirus restrictions on public events and lift “stay-at-home” orders, many Izaak Walton League chapters are preparing to welcome new members.

Chapters large and small were reporting a spike in interest from potential new members and many more received questions about using chapter properties and facilities.

Your chapter may have already inducted some of these new members. This is also the perfect time to follow up with folks in your community who asked about membership during the previous months or those who requested more information about the chapter. Pursue those contacts in the weeks ahead.

With outdoor activities becoming more common again, start planning now for chapter activities and events that directly support new member recruitment.

The League’s National office is here to help support chapters’ future recruiting efforts for new members.

## Recruitment After Pandemic

Be optimistic about the future! Begin planning future membership meetings, open house functions, tours of chapter grounds and special outdoor events that will bring visitors to chapters. Your enthusiasm for your chapter and the programs your chapter offers will help draw in potential new members at these public events as well as raise the chapter’s local profile in the community.

Anticipating the reopening of your chapter, now is the time to ...

- Enhance the website with a welcoming message promoting the benefits of chapter membership. Be sure to post on your social media pages as well.
- Prepare a supply of chapter brochures highlighting the League's mission as well as specific details about your chapter. Request your discount code for 100 free brochures at [brochures@iwla.org](mailto:brochures@iwla.org).
- Post chapter promotional posters announcing the chapter is open and accepting membership applications. Poster templates are available on [www.iwla.org/chapter-resources](http://www.iwla.org/chapter-resources).

If your chapter does not already have one, put together a membership committee to help greet potential members, and send follow-up emails and make calls to membership applicants. The personal touch matters and can bring great results!

## **Available New Member Options and Promotions**

Here are a few strategies for finding potential new members and enticing them to join your chapter:

- Consider running a membership recruitment contest to encourage current members to bring friends and family into the chapter. Offer incentives for current members to recruit new members.
- New members who join the chapter beginning on July 1 are eligible for a 50% reduction in membership dues for 2020. This option is only available for new members.
- During October, November and December, new members may also join for the 2021 membership year and receive these three remaining months of 2020 free of charge.

## **Additional Support**

As you roll out your recruitment strategy, here are easy ways to make your chapter more visible and create a positive experience for new members:

- Display your “Membership Inquiries Welcomed” sign, previously provided by the National office, at a prominent location such as at the property entrance and within view of a nearby road.
- Utilize temporary membership cards available for new members. These are readily available upon request by emailing [members@iwla.org](mailto:members@iwla.org).
- Use copies of *Outdoor America* magazines to hand to prospective members at your open house functions and membership meetings. To request extra copies, email [chapters@iwla.org](mailto:chapters@iwla.org).
- Consider reaching out to former members from 2017 and 2018 as another source of recruits and encourage them to rejoin. The National office can provide you with a list of lapsed members. To request a list, email [members@iwla.org](mailto:members@iwla.org).