THE PATH TO MEMBERSHIP GROWTH TOOLKIT

Legacy, Unity, & Belonging

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Member engagement is the emotional commitment a member has to the society’s mission, community, and goals.
Mission

Empowered by mission, culture, values

Vision

Believe organization can achieve its goals

Community

Connected to members and leaders

connected & committed
Engaging members is impossible until you understand them, which can only come from time spent pursuing a relationship with them.
Who is missing or feeling left out? What is needed to reach them?
If Philoptochos leaders were all under the age of 25, what would they do differently?
How can we overcome our fear of change?
Belonging = Growth
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THE PATH to GROWTH
What do our members need to succeed?

What is valuable and important to them?
What is needed to create ‘must have’ membership?

How can we better serve, wow, inform, inspire members?
What amazing work are we doing that few people know about?

How can we spark the sharing of memorable, meaningful stories and experiences?
What strategies would build an inclusive community?

How do we create an organization where everyone feels like they belong?
Why is change needed and why now?

What benefits do we stand to gain by being open to new ideas and opportunities?