

THE PATH TO MEMBERSHIP GROWTH TOOLKIT

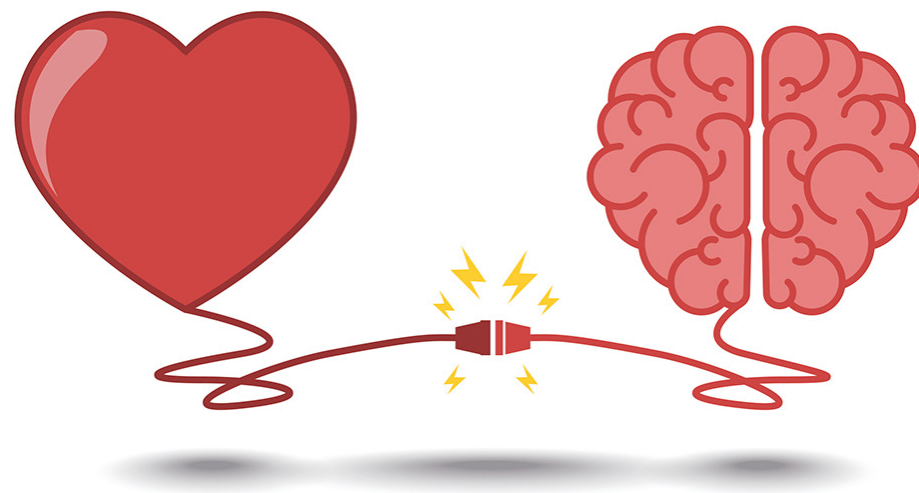


Legacy, Unity, & Belonging



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



Mission

Vision

Community

← **connected & committed** →

**Empowered
by mission,
culture,
values**

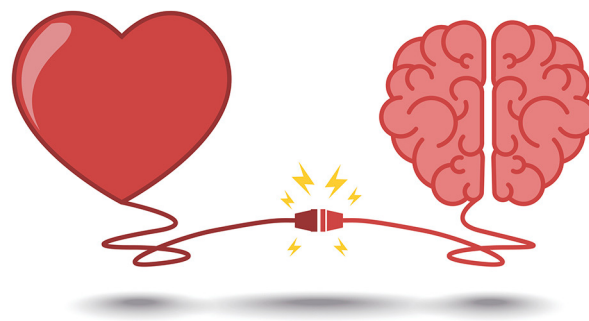
**Believe
organization
can achieve
its goals**

**Connected
to members
and leaders**



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**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?**



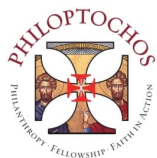
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If Philoptochos leaders were all under the age of 25, what would they do differently?



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How can we overcome our fear of change?

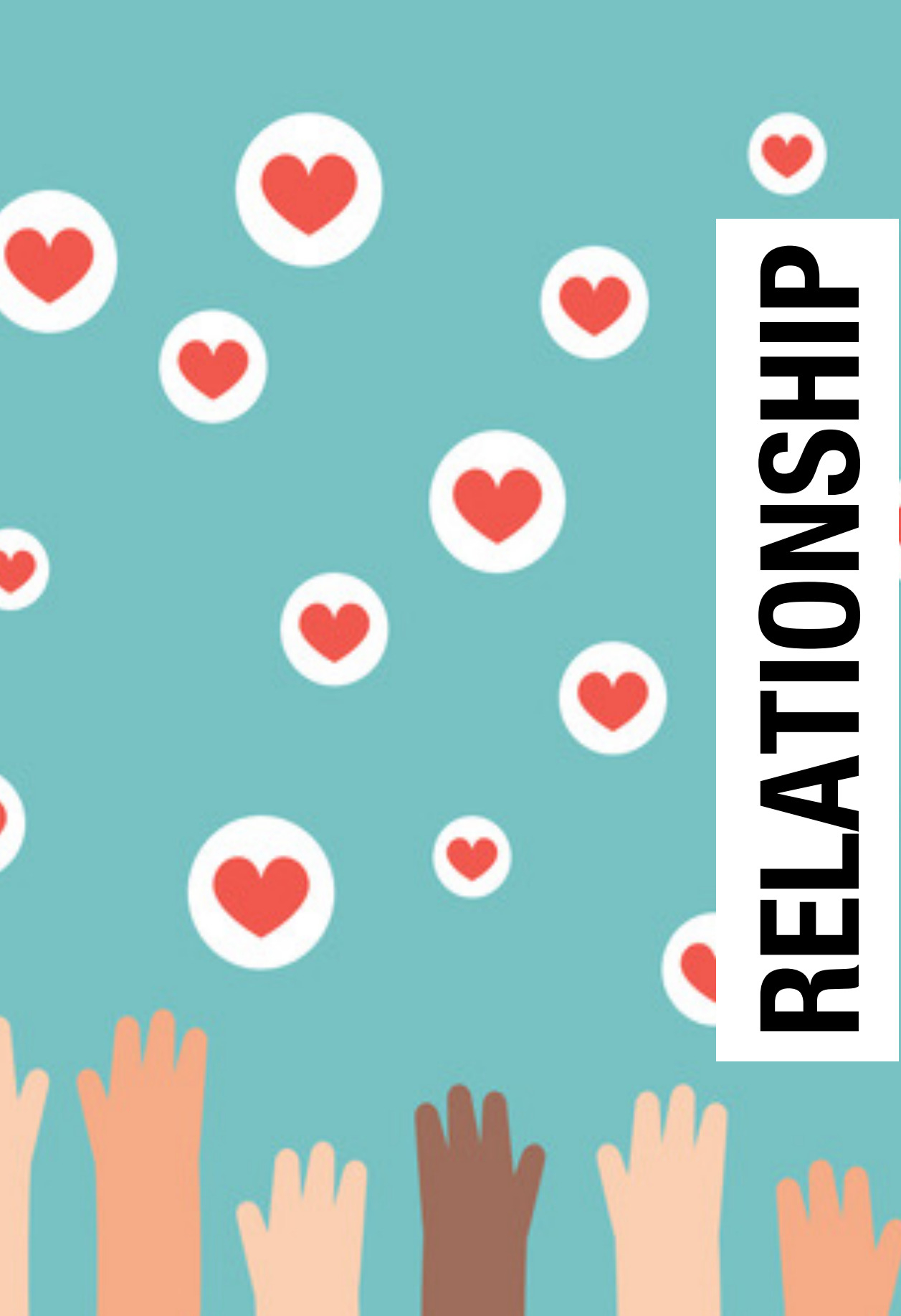


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Belonging = Growth



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RELATIONSHIP

OWNERSHIP



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THE PATH to GROWTH



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**What do our members
need to succeed?**

What is *valuable* and *important* to them?



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**What is needed to create
'must have' membership?**

**How can we better *serve, wow,*
inform, inspire members?**



3

**What amazing work are we doing
that few people know about?**

How can we spark the sharing of **memorable,
meaningful stories and experiences?**



Sarah
SLADEK



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**What strategies would build
an inclusive community?**

**How do we create an organization where
everyone feels like they belong?**



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Why is change needed and why now?

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

