

When Granges demonstrate a positive attitude, stay active in the community, and fulfill the needs of its members, the stage is set for Grange Ambassadors to become successful recruiters. As a Grange Ambassador, you are vital to your Grange's success by doing the little things that make a big difference in a growing Grange. The four steps below are time-proven to increase your success in recruitment efforts and are outlined in this brochure.

- Set the Stage
- Listen
- Fill the Need
- Ask Them to Join

The focus of any recruiting effort should be to attract active members rather than just looking for numbers. The more your Grange is doing to meet the needs of your membership and your community, the easier it becomes to attract new members to participate in your Grange.

We commend you for taking a leadership role in the future of your Grange. With patience and dedication, the simple steps outlined in this brochure will aid you in becoming a successful Grange recruiter by being a Grange ambassador to your community.



For more information contact the National Grange at:

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1-888-4-GRANGE

www.nationalgrange.org

or contact your

State Grange Membership Director:

Recruiting Members By Being A Grange Ambassador



Four Steps To Successful Recruitment of New Members



Step 1: Set the Stage

Successful recruitment of new Grange members requires that you set the stage for a conversation about the Grange.

Step 1 is about being an Ambassador promoting the Grange rather than just a salesman with an organization to sell. You are only recruiting one person!

To set the stage you can:

- » Wear a Grange Pin, Button, Jewelry, or Clothing with an Emblem on it
- » Place a Grange Bumper Sticker or Decal on Your Car
- » Prominently Display a Grange Emblem at Home or at Work
- » Mention Upcoming Grange Events/Meetings to People Every Day
- » Talk About Grange Projects and Activities to People Every Day
- » Talk to People During Fund-raisers and Community Service Activities
- » Use the Grange as a Positive Example when Discussing Current Events with People

The reason to set the stage is to get a person to ask "What is the Grange?" or some variation of this question. Once a person asks you for information you then move to step 2.

Step 2: Listen

The second step is critical in that you will spend time learning about the person and their interests and needs.

Briefly answer their initial question with a sentence or two and then ask leading questions of the person. Learn what is important to them.

- » Do they have a family?

- » What do they do for a living?

- » What are they worried about in the community?

- » What do they value?

- » Are they looking for a way to make a difference?

- » What are their hobbies and recreational interests?

- » What groups and organizations do they belong to?

- » Do they need our benefits?

As you get to know the person you will have the opportunity to identify needs that they express. They may be lonely, be concerned about their children, frustrated with local government, or want to share their skills.

It will be a rare person who will not share at least one of their needs to someone who is listening. Once you have identified at least one need you can then move to step 3.

What Is Important To Them?

- » Friends & Fellowship
- » Fun Activities
- » Family Activities
- » Community Service
- » Legislative Action
- » Contests
- » Leadership Opportunities

Step 3: Fill the Need

This is where you share with them how the Grange can fill the needs they expressed in step 2.

- » If they are lonely, share your experience of being part of the Grange family.

» If they have children, share the values of the Grange and the opportunities of the Junior or Youth programs.

» If they are frustrated with government, share the legislative program of the Grange and our grassroots philosophy.

» If they talked about a local problem, share how our community service program works and how they can make a difference through the Grange.

Step 4: Ask Them To Join

No matter how well you do with the first three steps, this fourth step is critical.

After you have shared how the Grange can fill their needs you must ask the person directly if they would like to join your Grange family. Ask directly so that they must say yes, no, or maybe.

If they say yes, have an application and have them fill it out there. Offer to deliver the application and their dues and fees to the secretary of the Grange. Follow up to ensure that the entire family has the opportunity to join. Let them know you're excited about them joining our family. Follow up before the next meeting.

If they are not sure or want to think about it, ask for their phone number. Offer to bring them some Grange brochures or newsletters so they can learn more and invite them to a public Grange function. Carry and give them a Grange business card. Thank them for their time and then follow up later.

If they decline to join and don't want to share their phone number or other information with you, thank them for their interest and time. Give them a Grange business card or brochure or invite them to your next event. Remember that you have planted a seed that may result in a new active member in the future.

If you don't have time to complete these four steps, give the person a brochure or business card with your name and phone number on it and ask for their number. Then follow up.