

## Recruiting/engaging members

Potential “pools” of future members – those who attend Branches’ children’s events, those who attend Branches’ adult craft classes, those who attend Branches’ Book Sales:

- Children’s events – former Children’s librarian used to make a plug for joining the Friends - didn’t result in new Friends as far as I know.
- Adult events – I mention the Friends at craft activities - I explain that people who join BH Friends and help set up the room on the Fri before the sale are able to shop (with no crowds) on Fri once set-up has been completed. I know of at least 2 who joined BH Friends for that reason.
- During the 2018 Book Sale I overheard another Friend make the same suggestion to a shopper. Most of our Friends are older – I’d love to have some 30-60 year olds join and Book Sales might be the perfect place to find and recruit them.

Discussion – How does your Branch recruit members? Do you target certain age groups or interest groups? Do you know why individuals chose to join your Friends?

## Retaining members

Have had good results from sending “Welcome” letters (email or snail mail) to new members in 2019 – several new members replied and we actually had five of our new members come to our Annual Staff Appreciation Dinner in June 2019.

Examples of email, snail mail welcome letters

In terms of retaining members, I considered contacting individuals who had not renewed their membership. Some might just have forgotten, but others might have chosen not to renew. I would like to ask them if there was something we could or should change to improve their Friends’ experience.

Discussion – does your Branch do anything special to retain members? Do you take any action when an individual does not renew his/her membership?

Brook Hollow has a large number of members (in excess of 60), but we generally don’t see these Friends other than at a Book Sale. As a rule, we have a core of 6 to 12 (four of whom are officers) at the quarterly Friends’ meeting. I wish I knew a way to improve participation in non-Book Sale activities - dues-payers are great, but participants are better!

We hold meetings on Sat afternoons so those who work can attend; we try to keep the meetings to less than 1 hour; and BM Heidi Novotny usually brings delicious homemade cookies!

Discussion – what sort of a turnout do you have at your Branch meetings? What (if anything) do you do to improve attendance and participation at your meetings?