



COOPERATION AND DEVELOPMENT NETWORK
Eastern Europe

Membership Management

How to attract new members?



Sharing Agenda: CDN Study Visits

*Organizing a presentation
and/or seminar to introduce
the values & principles,
activities and membership
procedure of the
organization;*



**CDN Study Visit for MIL Network in
Azerbaijan in 2016**



Training & Seminars

are a chance to promote the membership procedure of the host organisation throughout the project by explaining details and clarifying every single question in the sincere environment;



From the project of

'The Amnesty International Living Library'

Actions

Online or street actions are an opportunity to attract new people by visuals (T-Shirt, brochure etc.) with clear objectives of the organization and face-to-face dialogue to people around you;



Marijuana March in Krakow

Demonstration to demand the legalization of marijuana in Krakow, Poland on 20 May, 2017. (Photo by Beata Zawrzel/NurPhoto via Getty Images)

Video Presentation

*a channel in various video
platforms such as YouTube,
Vimeo is another useful way
to introduce your
organization and its
activities to thousands of
potential members;*

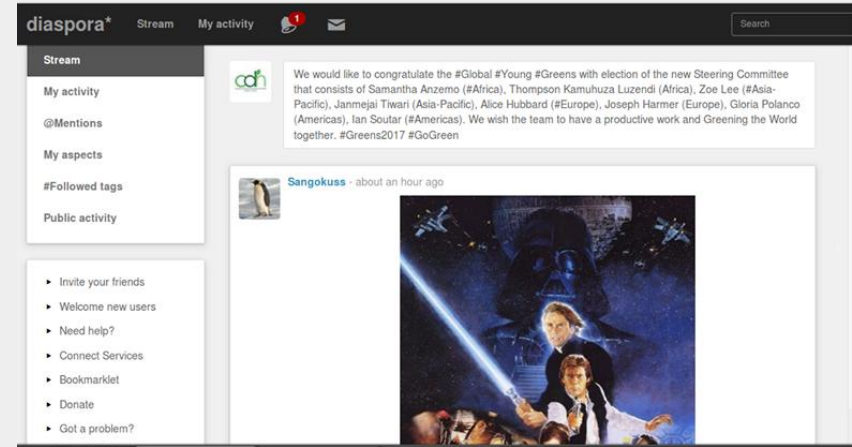


From Youtube Channel of

**Federation of European
Greens**

Social Media & Website

New marketing tools of social media platforms (facebook, twitter, linkedin, diaspora etc.) make available to create specific target group by gender, age, city etc.



CDNAccount at <https://diasp.org/>

Cafe Method

By preparing a bit of food, cookies, coffee and tea and creating a home atmosphere where people can discuss, we can reach to the potential members.

HeadHunting

Observe and target individuals – people you want to see as members – contact them, have personal talks, invite them to your events, but make sure not to be pushy – it can be contra-productive.

Cooperation with Universities

Direct or indirect promotion in universities by different events, stands or the support of responsible persons there;

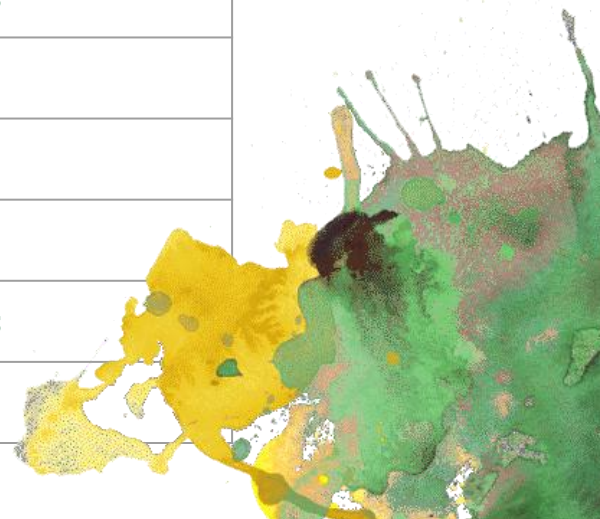
Call for new members

It can be done by open call, introduction event, cafe method etc.



Which tools do you use to attract new members In your organizations?

Sharing Agenda	yes
Training & Seminars	yes
Actions	no
Video Presentations	yes
Social Media & Website	no
Cafe Method	no
Headhunting	no
Cooperation with Universities	yes
Call for new members	no

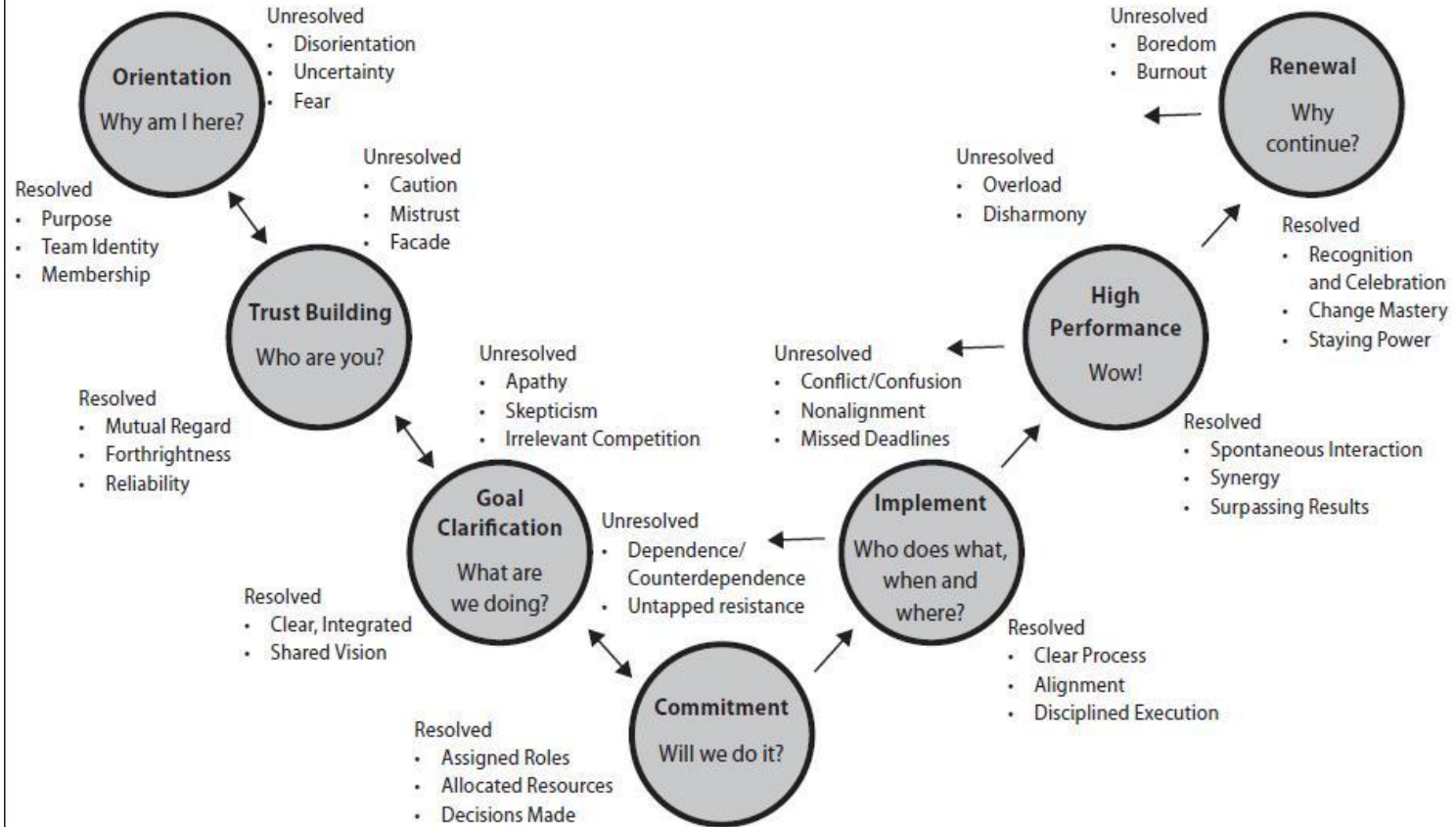


How to keep members active?

The Drexler/Sibbet Team Performance Model



FREEDOM



CONSTRAINT

Which instruments can you propose to attract new members?

How do you evaluate your organization regarding membership strategy by using the model?





Thanks for your attention!



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