



MEMBERSHIP ACTIVITY COMMITTEE

PLAN OF ACTION 2016-2017

Objective:

To motivate and coordinate membership activities at state, district, county and club level for the Extension clubs.

To increase membership in each county.

Goals:

1. Establish point of contacts at every level of club organization (state, district county, club).
2. Share information from those point of contacts to assist others.
3. Encourage every level of club organization to have and act on a membership plan that considers the three identified areas of membership:
 - a. Retain members by assisting their continued involvement.
 - b. Add new clubs.
 - c. Add new members to existing clubs.
4. Disburse IEHA information to the public at county fairs, expositions, public events, public libraries, County Extension offices and other public venues.
5. Publicize county and club events in local papers, radio and television stations. Be sure to mention all free offerings. Use the “Proclamation” form found in the Blue Book during IEHA Week and have a photo taken with your commissioners or mayor to promote the week. Utilize the County Extension website to promote events and activities. Utilize social media by creating a social page to share photos, events and activities.
6. Be a part of community events, setting up a booth to promote IEHA. Always have flyers available where groups meet, i.e. Health Fairs, Open Class Exhibits, Community Exhibitions, County Fairs.
7. Be a cheerleader for IEHA. Invite new neighbors, your friends, retired friends, church Members and other social club members to your club meeting to visit. Host “Get to Know You” or “New Club” events to recruit new attendees. Offer topics of interest lessons to promote formation of specialty clubs.

REMEMBER: The mission of this organization is to “Pass onto Others That Which Has Benefitted Us.” **Everyone** is on the Membership Committee.