

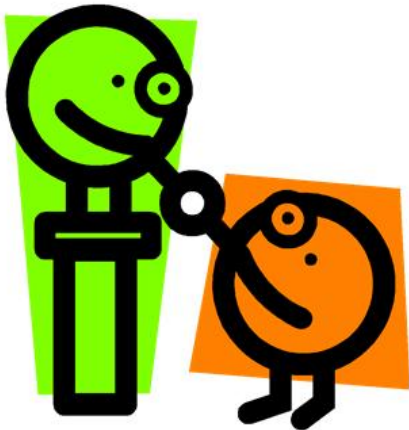
Membership Development

Recruitment, Communication &
Visibility



Proud of Two Languages
Nos deux langues, notre fierté

Why did you join Canadian Parents for French (CPF)?



Common motivations for joining CPF:

- 1) You want to support French Second Language (FSL) education
- 2) You want a particular benefit for yourself or your children
- 3) You are invited by someone you know

Where did you find out about CPF?



Where to find members:



- * Parent Advisory Council (PAC) meetings
- * Parent information sessions
- * Advocacy events
- * School functions
- * Socio-cultural events
- * CPF meetings
- * At school
- * Through friends

Why membership is important

MEMBERSHIP SUPPORTS YOUR CHAPTER...

Our members form our network. Who do your members know?
How can that advance our cause?

Our members give us a voice. Petitions, letters, requests,
meetings and advocacy works better in numbers.

**Members bring new energy, new perspectives and new
enthusiasm.** You CAN teach an old dog new tricks, but it takes
new ideas to make that happen.

Our members are also our volunteers. Who doesn't need more
of those?!

CPF is funded in part by its members. 80% of membership
comes right back into your area!!



For people

- Ask your speaker to wear a t-shirt at your next meeting
- Design a Chapter t-shirt for your next town. Make it a goal.
- Wear the Chapter t-shirt to all Chapter Meetings
- Have some t-shirts for your chapter members
- Develop a t-shirt design that is up-to-date



you are.....

attach
activities

up around
post ads

contact

re it stays

Make it your mission for everyone who is learning French in your community to know about your Chapter and the valuable work that you do!!

Your Chapter's Image

Pay Attention to Your Image...

Do you promptly return calls and emails or do you sometimes forget?

Are your meetings and events well planned and organized? Or is everything a last-minute scramble?

Do your parents look like they are enjoying themselves or do they look overwhelmed?

Is your meeting held so late in the evening that members feel that CPF parents are not family?



Do you make people wait and wonder why?

Are you the one who is prepared and organized with folders and documents?

Do you look tired, overworked and stressed?

Are you inclusive? Or might members feel they do not fit in?

Pay attention to the impression your chapter leaves with new members.....that's all they have to go on when deciding whether to get involved or not!

Your Chapter's Image

If you didn't already have an investment in your Chapter, what might prevent YOU from attending meetings?

Not knowing anybody who is connected to CPF

Feeling like there is just too much to do or not enough time

Not enough money to meet at a restaurant or coffee shop

Lack of understanding about what CPF does

Lack of Childcare

Not knowing where/when the meetings are

Getting People to Show up

Invite them!

A conversation in person or a phone call is more effective than a flyer stuffed in a backpack

Make them feel accountable; give them a reason to not skip out

Assign a buddy to new members so they don't feel alone

Make sure they know where to be, what time and how to get there
Signs or having a volunteer greeter helps to ensure people get there

Engage them in your chapter.

The people who feel they have a place and a role within an organization tend to show up!

Eliminate all barriers. Do a survey, ask around...

Find out what keeps people from participating and change it if you can!!

Offer childcare, food, activities, door prizes, training or other inexpensive incentives to encourage participation and engagement.

Communicating with Members

How does your organization communicate what is going on?

- National
- At the
- In your

3 types of
Communication:

DIRECT

INDIRECT

PASSIVE



National Communication

Direct

- Twice Yearly Newsletter to all members across Canada
- Notices when memberships are about to renew
- Special Announcement Emails

Indirect

- Press Releases
- Disseminating information through Branch Offices

Passive

- Website
- Publications
- Facebook
- CPF Merchandise



BC & Yukon Branch Communication

Direct

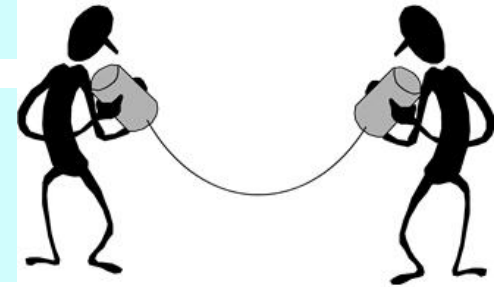
- Twice Yearly Newsletter to all members across BC & Yukon
- Monthly Chapter Representative Updates (CRUs)
- Regular emails to Chapter Reps
- Direct Email contact to members (General CRUs)
- AGM notices
- Special Announcement Emails
- Chapter Support/Outreach Visits

Indirect

- Press Releases
- Disseminating information through Chapter Reps

Passive

- Website
- Facebook
- CPF Merchandise



Chapter Communication

Direct

- Chapter Newsletters
- Direct Email
- Events
- Presentations
- Talking to each other
- Meetings

Indirect

- Working with the Media
- Disseminating information through the school district
- Letters to the Editor

Passive

- Website
- Facebook
- Pamphlets, Flyers, Posters
- CPF merchandise
- CPF Bulletin Board in Schools



Some other tips...

Provide adequate notice for meetings in different formats and send a reminder 24 hours in advance!!

Expand outside of your usual network; encourage new participation

Consider having age group reps (K-3, 4-7, 8-10, 11-12) to ensure all grades are equally represented

Be aware of the unique circumstances of your community and use that information in planning your year's activities. What would your community benefit from the most?

Work with your local school district, board and PACs as well as civic, provincial and federal representatives to create awareness of your issue. Invite VIPs to your special events and show them all your chapter does for the community

HAVE FUN!! And People will want to have fun with you! 😊