

## **NCCS Convention 2018**

### **DON'T STOP BELIEVING: Successful Strategies to Grow Membership**

Facilitator: Loretta Haugh, NCCS Membership Committee

In Formation Chapter Presenters: Rebecca Smayda, Chuck Alfano & Patricia Gonzalez

#### **TALK TO EVERYONE**

- Connect with Social Service Agencies- Child Protective Services, Emergency Assistance, Domestic Violence Shelters
- Health Care Workers – Physicians, Nurses
- Law Enforcement – Police, Detectives, Juvenile Court
- Public & Private Educators – Principals, Teachers, Counselors
- Look beyond your normal contacts and think of everyone you cross paths with as a potential member or resource

#### **AIM FOR NAME RECOGNITION**

- Use of Social Media and PR – Local Radio and TV Talk Shows, Facebook
- Use Diocesan Resources – Publications sent to households, church bulletins, spiritual advisor
- Have a Presence at Church and Community events – Picnics, Dinners, Bazaars, Fundraisers
- Be Task Specific in Your Outreach

#### **COOKIE CUTTER APPROACH AND THEN SOME!**

- Project Oriented – form partnerships, Child-centered activities
- Target Populations – Board Members with specific skill sets, layette recipients, use your Personal Facebook page to reach audience, emails to friends and affiliations
- Access NCCS Website at meetings

#### **START FRESH NOW**

- Wear your Christ Child Pin/Pendant
- Use Business Cards
- Be Ready with an Elevator Speech
- Capitalize on New Members – they are a great resource!