

Don't Stop Believing Successful Strategies to Grow Membership

Workshop Facilitators: NCCS Membership Committee

Loretta Haugh



National Christ Child Society
Sustaining Our Mission

PRAYER

As we come to do your work, we thank you Lord for our members and the special fellowship we share.

We ask that you continually restore and inspire us with your love.

Lord, please fill us with your strength, so that as we journey onwards, we would pour out your love and grace to children in need of your touch.

We pray in the name of Jesus, Amen



Successful Strategies: A Fresh Start

- What can the rest of us learn from new leaders forming new chapters?
- What can we learn from a new member in an established chapter?



Successful Strategies: A Fresh Start

Three environments:

Work – Church – School

Greater Binghamton – Rebecca Smayda

Western Massachusetts, Chuck Alfano

Dallas-Fort Worth, Patricia Gonzalez



A Fresh Start – Key Takeaways!

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 and Private Educators

Principals

Teachers
Counselors

Look beyond your normal contacts!

Think of everyone you cross paths with as a potential member or resource.



A Fresh Start – Key Takeaways!

AIM FOR NAME RECOGNITION

Use Social Media

- Schedule Local Radio and T.V. Talk Shows
- Create Facebook Page

Use Diocesan Resources

- Publications ‘mailed’ to households
- Weekly Church Bulletins
- Spiritual Advisor

Have a Presence at Church and Community Events –

- picnics, dinners, bazaars, fund raisers
- Try an event never done before

BE TASK SPECIFIC IN YOUR OUTREACH



A Fresh Start – Key Takeaways!

COOKIE CUTTER APPROACH AND THEN SOME!

Project Oriented

Form partnerships

Child centered activities (Red Apron)

Target Populations

Board Members with specific skills sets

Recipients of Layettes

Use 'Personal' Facebook Page

Emails to friends and affiliations

Access NCCS Website at meetings



A Few More Takeaways!

Start Fresh Now

Wear your Christ Child Pin !

Use Business Cards !

Be Ready with an Elevator Speech !

Capitalize on New Members !



Thank you and
God Bless Our New Leaders



Sustaining Our Mission thru

E-X-P-A-N-S-I-O-N



National Christ Child Society
Sustaining Our Mission

Our Strongest Growth Channel: New Chapters

Inspired Mission

Fulfillment

Friendship



New chapters form when . . .

- . . . Needs in our communities are recognized
- . . . Christ Child Society becomes pathway to serve
- . . . The mission is shared with everyone
 - family and friends
 - retirees, baby boomers
 - members relocating

NCCS 2017-2021 STRATEGIC PLAN



New Chapters Form

1 - Leaders step forward

2 - Core Groups develop interest



WE NEED YOUR HELP !

By **sharing** this information with your chapters

- At meetings – In newsletters – At events

- **Chapters In-Formation**

- Greater Binghamton
- Dallas-Fort Worth
- Western Massachusetts

- **Areas of High Interest**

Indianapolis
Cincinnati
Ellicott City



Name: _____
Chapter _____

Chapters In-Formation

- Greater Binghamton
- Dallas-Fort Worth
- Western Massachusetts

Areas of High Interest

- Indianapolis
- Cincinnati
- Ellicott City

New Location _____

Thank you. Loretta – lmhaugh@att.net



We are so blessed by you!



Sustaining Our Mission

Thank you