

USING PHONE CALLS TO BOOST MEMBERSHIP

Personal phone calls are vital to all areas of membership. Other than being face to face with someone, it is the next best form of communication. Both persons are able to respond and interact, which gives it the "personal touch" you need. Listed below are some good times to use the phone and some suggestions for answers to commonly asked questions.

WHEN TO USE THE PHONE

- ☎ As a follow-up to any written correspondence you have had with a prospective. Such as an introduction letter, newsletter or invitation.
- ☎ As a "thank you" to a prospective who attended a chapter event, saying how nice it was to meet her and answer any questions she might have.
- ☎ You can use the phone for "cold calling," using the list of prospectives you have gathered from your chapter.
- ☎ A welcome phone call to a new member is nice. Share in their excitement!
- ☎ It is very effective to call all of your members a few days before your general meeting. There may be some specific reminders and it lets each member know you want them there.
- ☎ If you are chairing a project, use your sign-up sheet to make reminder calls to those indicating they will attend and also to those members who may have been absent at sign-up time.
- ☎ In trying to activate new or seasoned members, call them and ask if they would like to chair or co-chair an upcoming project. They may need that little nudge and reassurance that they can do it. They will feel honored that you asked them.
- ☎ A "thank you" or words of praise for a job well done always feels good to receive. Call members and let them know how much you appreciate them.
- ☎ It is an absolute must to call all members who are up for renewal!! Do not assume just because they did not contact you that they do not want to renew. Some may need a little encouragement; let them make the decision.

COMMONLY ASKED QUESTIONS

Q: What is Women of Today?

A: Women of Today is a non-profit, community service organization, which offers leadership training, fellowship and the chance to make your community, a better place to live.

Q: What kind of leadership training would I get?

A: We offer personal enrichment programs to improve your speaking, writing, leadership and personal skills. You also will have the opportunity to chair projects, work on fund-raisers or hold leadership positions which will give you leadership training.

Q: In what ways can I improve my community?

A: Our chapter serves the community in many ways (explain some of your service projects). We are always looking for new ideas, plus we get lots of ideas from our state organization.

Q: What is the time commitment?

A: One of the great things about Women of Today is that you can be as involved as YOU want. There are no "requirements," but it is suggested that you attend the monthly general meetings to keep up to date on what is going on.

Q: How big is Women of Today?

A: Start with your local chapter membership. Add that Women of Today is a state and national organization. You may want to explain the Women of Today structure - national, state, district and local chapter.