

Script for GrangeUp '17 Campaign

Message to leave on an answering machine:

Hi, I'm calling _____(name)_____, the Master of _____(name)_____ Grange. This is ___(caller's name)_____, a member of the Oregon State Grange __ (committee name) _____. I'm planning to visit your Grange and want to be sure that you will be meeting on ___(date)___ at___(time)__. I'm delivering a banner from the State Grange for the Grange's 150th anniversary. Also I'm bringing a box of member recruitment tools. Please call me at ___(phone)___ to confirm your meeting date and time.

Presenting the banner:

[to a member] Can you help me hold this banner? [Unroll the banner and show it to the members.]

In 2017 the Grange is celebrating its 150th anniversary as an organization. Few organizations can make this claim. The Oregon State Grange is providing your Grange with this banner to be displayed proudly. The purpose is to let your neighbors and community know that the Grange is 150 years old. My Grange, in addition to hanging the banner in our meeting room, is thinking about including it in our fair booth. Others plan to display it on a parade float.

While it is an indoor banner, it has a limited life – just one year -- so you can display it outside your hall -- certainly before and during events. **Where do you think you will hang your banner to attract the most attention?"**

What the State Grange does not want to happen is for this banner to be put in a closet or under the stage and forgotten. Who will help put it up right after the meeting?

Presenting the box:

I also brought this box of tools for member recruitment. The State Grange sees 2017 as a great opportunity to turn our pride in our organization into membership growth. Notice the button that I'm wearing. It says GrangeUp '17, which is the theme of this membership campaign. [Pull more buttons out of the box and pass them around.] If you need more, we can get you more.

Why should you wear this button? Because you want neighbors and community members to ask you 'What's GrangeUp?' That will give you an opportunity to **engage** them in a conversation. Notice that 'Engage' is one of the words below the graphic.

What would you say if someone asks you 'What's GrangeUp?'

Each of us joined and continue being members for different reasons. And those reasons may or may not match the interests of potential members. This DVD has a video called "Spotlight on the Grange" that does a great job of explaining the Grange's history and values in five minutes. [Play the video if possible.]

Who do you want to engage?

While you seem to have trouble getting a quorum, we're not looking for folks who just like to go to meetings. We need to attract **do-ers of all ages** so that our organization will continue on after us. We are looking for members who want to be active in this community, who see a need that isn't being met, who have an idea for an event that could be held in this hall, who want to propose an idea the Grange could advocate or a legislative issue we could debate.

What events do you hold in your hall?

Getting the community into your hall gives you a great opportunity to **connect** with potential members. Connect is another word on this button. This *Possibilities* book [*hold up copy*] contains activities that have been successful at other Granges in Oregon. Not all may work here, but look through it and identify one or more that your Grange could try in 2017.

Does your Grange have a brochure?

In the box are brochures [*hold up*] that are FREE from the State Grange. I noticed that the National Grange is selling a "Promotion Kit" that contains similar brochures and they are charging \$12 plus shipping. I repeat these are FREE and if you need more, we can send them to you. These were updated in 2016 so please use them and recycle those old brochures you have in a drawer."

You may want to make your own brochure because prospective members will be joining your Grange so the brochure should highlight what you do. These are examples of brochures [*hold up*] that Granges in Oregon made for themselves. Use them to get ideas of what to include when you make your own. There are also sample business cards and a survey card in the box. Try them and see what works for you.

Who is good a asking people to join your Grange?

Grangers are not good at tooting our own horn. Grange is the best kept secret – Grange used to be a "secret society," but shouldn't be anymore. Probably the most useful tool in this box is the *Recruiting Members* flyer [*pass copies around*]. Notice the line below the title – 'By Being a Grange Ambassador.' You don't need to be a salesman.

This flyer outlines four steps to recruit a new member.

Step 1 is **Set the Stage**. An ambassador promotes the Grange by wearing a button or displaying the logo on clothing, mentioning upcoming events, and talking about projects and activities in a positive manner.

Step 2 is **Listen**. This step might have been 'Converse.' Ask questions to learn about the potential member's interests and needs. But most importantly listen and remember what they say – not what you said.

Step 3 is **Fill the Need**. There are some great examples in this brochure. But the point is that you need to match what the Grange offers to their interests and needs.

Step 4 is **Ask them to Join**. For most of us, this is the hardest part. But if you've done this groundwork, asking should come naturally. If asking a 'yes' or 'no' question is too stressful, at least say 'Our Grange would really like to have you become a member.'

Unless a person says 'over my dead body,' treat "No" as 'Not now' and move on to the next potential member. But ask again. And try not to take it personally if they say no.

The third word on the button is **Celebrate**. When you get new members, there are items (pens and wrist bands) that you can use as a gift. Or you may want to give them as a reward for members when they bring in new members.

The goal of this campaign is for each Grange to have a net gain of at least two members. Your Grange has 20 members, so you should have 22 members at the end of the 2017. This means that if your Grange loses a member – one moves, passes away, or didn't pay his dues – you'll need to get three new members in 2017 to reach the goal. That doesn't seem too difficult, does it?

The State Grange is offering some real incentives if your Grange far exceeds the modest goal of two new members. The Grange that has the highest percentage of increase in new members in 2017 will receive \$750 cash! That will buy lots of heating oil, be a down payment on a more efficient furnace, or allow you to undertake a project you've always wanted to do in your community. The Grange with the second highest increase will receive \$500 and the third highest \$250.

But there's more – I know I sound like a guy on a late night TV advertisement – The Grange with the highest percentage of gain in each district that doesn't receive cash will win an ice cream social from the G.R.O.W. Club. You can use the ice cream social as a party to welcome your new members -- and attract yet more because people want to join a winning team and a group that's having fun. But you may decide to use your ice cream social to treat a local youth sports team or children with special needs and their families. Determining how to use the ice cream social and scheduling it is up to your Grange and the availability of G.R.O.W. Club members, who will bring the ice cream and toppings and serve 'make your own sundaes' to whoever you invite.

The State Grange will also celebrate -- welcome each of your new members. When you list new members on your quarterly report, the State Grange will send each a 'Welcome to the Grange' booklet (if you've been buying these from the State Grange that's a savings of \$1 each). Also the new member will receive a 150th anniversary pin, a decal for their car, and a voucher for \$5 off their 2018 dues – and that will also be a \$5 savings off the dues your Grange pays to the State Grange on that member in 2018.

I've covered lots. I'm happy to answer your questions.

Conclusion:

I'll check back with you after your next meeting to see what you have come up with and if I can be of further assistance. Remember that if this box ends up in a drawer or the trunk of someone's car, it will not help you reach your goal of a net gain of two members in 2017. But if you use these tools and put in some effort, I'm confident that you can win one of the prizes. Having only __ members now works in your favor because if you have a net gain of five new members, you will have a big percentage increase.

Of course, the real prize is that you'll have new members to help with your activities, have a quorum, and recruit their friends and family to become members."

Report on your visit:

Send an email to your Director and copy Master@orgrange.org.

- When did you visit?
- How many members were present?
- What was the condition of hall?
- If you followed the directions in the Roster, were they clear?
- What was the reaction to your message?
- Who are you going to contact to follow up?
- What did you promise to do when you follow up?