

When Granges demonstrate a positive attitude, stay active in the community and fulfill the needs of members, the stage is set for Grange Ambassadors to become successful recruiters. As a Grange Ambassador, you are vital to your Grange's success by doing the little things that make a big difference in a growing Grange. The four steps below are time-proven to increase your success in recruitment efforts and are outlined in this brochure.

- Set the Stage
- Listen
- Fill the Need
- Ask them to Join

The focus of any recruiting effort should be to attract active members rather than just looking for numbers. The more your Grange is doing to meet the needs of your membership and your community, the easier it becomes to attract new members to participate in your Grange.

We commend you for taking a leadership role in the future of your Grange. With patience and dedication, the simple steps outlined in this brochure will aid you in becoming a successful Grange Ambassador to your community.

*In essentials, unity;
in non-essentials, liberty;
in all things, charity.*

-Grange Motto

For more information on Grange Membership recruitment and retention, contact the National Grange Membership Department at:

membership@nationalgrange.org

(202) 628-3507
or 888-4-GRANGE

1616 H Street, N.W.
Washington, D.C. 20006

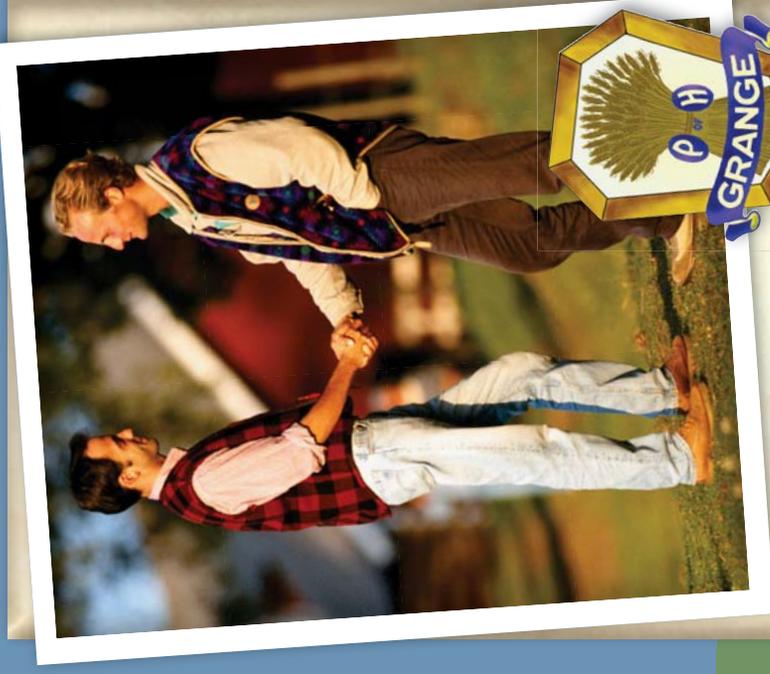
To learn more about the Grange, visit:
www.NationalGrange.org



American Values. Hometown Roots.

Recruiting Members

By Being a Grange Ambassador



Four Steps to
Successful Recruitment
of New Members

Step 1: Set the Stage

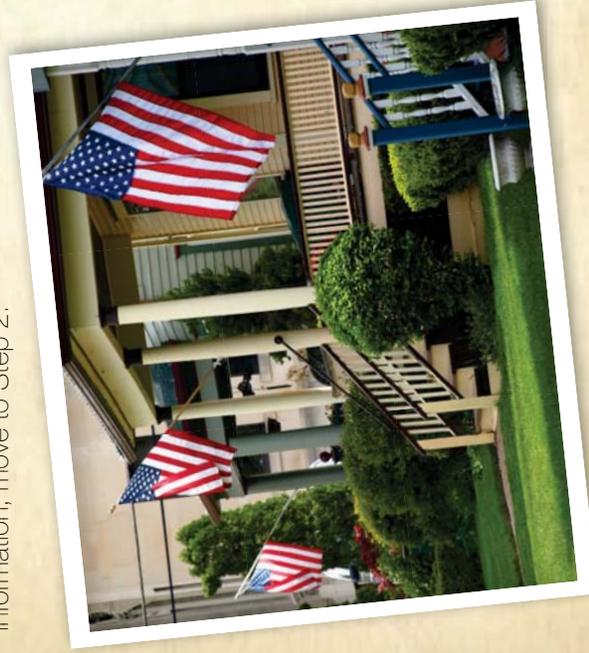
Successful recruitment of new Grange members requires that you set the stage for conversation about the Grange.

Step 1 is about being an Ambassador promoting the Grange rather than just a salesman with an organization to sell. You are only recruiting one person!

To set the stage, you can:

- Wear a Grange pin, button, jewelry or clothing item with an Emblem on it
- Place a Grange bumper sticker or decal on your car
- Prominently display a Grange Emblem at work or at home
- Mention upcoming Grange events/meetings to people every day
- Talk about Grange projects and activities to people every day
- Talk to people during fundraisers and community service activities
- Use the Grange as a positive example when discussing current events with people

The reason to set the stage is to get a person to ask, "What is the Grange?" or some variation of this question. Once a person asks you for information, move to Step 2.



Step 2: Listen

The second step is critical in that you will spend time learning about the person and their interests and needs.

Briefly answer their initial question with a sentence or two — an “elevator speech” about the Grange — then ask leading questions of the person. Learn what is important to them.

Some examples of good leading questions or things you hope to learn as they talk are:

- Do they have a family?
- What do they do for a living?
- What are they worried about in the community?
- What do they value?
- Are they looking for a way to make a difference?
- What are their hobbies and recreational interests?
- Do they need our benefits?

As you get to know the person you will have the opportunity to identify needs that they express. They may be lonely, be concerned about their children, frustrated with local government, or want to share their skills.

If you don't have time to complete these four steps, give the person a brochure or business card with your name and phone number and ask for their number, then follow up.

Step 3: Fill the Need

This is where you share with them how the Grange can fill the needs they expressed in Step 2.

Some examples of how the Grange fills needs:

- If they are lonely, share your experience of being part of the Grange family.
- If they have children, share the values of the Grange and the opportunities of the Junior or Youth programs
- If they are frustrated with government, share the legislative program of the Grange and our grassroots philosophy
- If they talked about a local problem, share how our community service program works and how they can make a difference through the Grange

Step 4: Ask them to Join

No matter how well you do with the first three steps, the fourth step is critical.

After you have shared how the Grange can fill their needs you must ask the person directly if they would like to join your Grange family. Ask directly so that they must say yes, no or maybe.

If they say yes, have an application for them to fill out there. Offer to deliver the application and their dues and fees to the secretary of the Grange. Follow up to ensure that the entire family has the opportunity to join. Let them know you're excited about them joining our family. Follow up before the next meeting.

If they are not sure or want to think about it, ask for their phone number or e-mail address. Offer to bring them some Grange brochures or newsletters so they can learn more and invite them to a public Grange function. Carry and give them a Grange business card. Thank them for their time and follow up later.

If they decline and don't want to share their contact information with you, thank them for their interest and time. Give them a Grange business card or brochure or invite them to your next event. Remember that you have planted a seed that may result in a new active member in the future.