

## RECRUITING YOUNGER MEMBERS



### Grandmothers to Grandmothers Campaign call summary notes - November 21<sup>st</sup> 2019

Groups represented on the call:

Bay Grandmothers, Dartmouth Grannies Group, Eastside Grannies, Fenelon Falls Grannies, G'ma Circle of Charlottetown, G4G Regina, Glacier Grannies, Golden Ear Gogos, G4G Moose Jaw, Grandmothers Partnering with Africa, HAT Grannies for Africa, One World Grannies, Oomama, The GANG, Tikun Olam Gogos, Ujamaa Grandmas, VanGogos, Victoria Grandmothers for Africa

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*The November call looked at the different ways groups are trying to recruit and reach out to a younger population of individuals to join the campaign.*

**Public speaking** and recruiting go hand in hand. Putting together a presentation or a 'pitch' that group members can use when speaking to schools, members in the community of other groups is a good way to make sure the message you want to give is covered and on point. Some speaking opportunities that groups can explore for recruiting new members are: local libraries that have a speaker series, Canadian Association of Retired Persons (CARP), Probus clubs, schools, colleges and universities.

**Personal invitations** to people who might be interested in joining group meetings or events is one way for them to experience firsthand what being a part of your group would be like. Ask about their **interests and strengths** to see how best to mobilize them within your group. Another way to have new or potential members get involved is having a **sign-up sheet** with activities they could get involved in. Having a **buddy system** where a new member is paired with a member that has been a part of the group for a while also helps new members feel better settled in the group.

Some of the best member **recruiting is done at events** held by groups, so have a group member or information table with resources that can speak to the group and the Campaign, and an email sign-up sheet so that you can keep them in the loop about future group activities. Some groups have also found success when they let community members know about the diversity of the campaign. *Grandmothers* are welcome!

**Community connections and word of mouth.** Some groups have found that their association with a particular community centre/synagogue/church/etc. has given them a built-in network or community, and this is often a source of newer members who have known about their work for years, and see them as a trusted organization in the community. Ask group members about connections they might have or not even know they have. Inviting someone from your church, synagogue or other groups members are involved in has been an effective tool members have used. People trust people they know.

**Make the most of meetings.** Some groups have adjusted their meeting times to accommodate members who might still be in the work force. Other groups have settled on having 2 meeting times – one at a time convenient for retired individuals, and another at a time convenient for non-retired individuals. This has increased meeting attendance.

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Some meeting times have also been adjusted according to the season. For example, an earlier meeting time in the winter so that members don't have to drive in the dark, shorter meetings in the summer so that members can go about their day etc.

One group held a special evening recruitment event (a dessert party) and invited everyone on their email list to attend to learn more about the group and to see if it was a good fit for them (the flyer/outreach materials they used are attached).

**Experiment with new fundraising activities.** In an attempt to attract different age groups, some groups have tried new fundraising activities e.g. a wellness day that includes activities like yoga, meditation, music and dance etc.

**Set manageable goals** when it comes to recruitment. One group set itself the task of recruiting 4 members in 2 years and this helped alleviate some of the pressure around having new members join.

**Group structures/levels of participation.** Being aware of how much time individuals are able to dedicate to the group, and their specific interests has allowed groups to experiment with different levels of participation, with “core” member attending group meetings and planning events, and “contributing” members being called in when needed e.g. for set-up and tear-down after events, or other supportive roles and do not need to be involved in the day-to-day operations of the group.

One golden nugget shared on the call that resonated with everyone was **“be who you are, where you are.”** Honour what makes your group's personality unique, what appeals to members, and what makes sense for your community, city, etc.

### SLF RESOURCES:

Some resources that we have in the office that might help with recruiting processes include:

- 2019 Grandmothers Campaign flyer
- Grandmothers Campaign Bookmarks
- [2019 Fall Grassroots](#)
- [2019 Spring Grassroots](#)
- [2018 Year in Review](#)
- [SLF YouTube channel](#)
- [Celebrate and Re-dedicate Grandmothers Campaign video](#)



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**Thank you for a great call everyone!**

Join us for the **December Campaign Call on Thursday, December 19th at 12:30pm ET** to share learnings from a great year of solidarity!

Contact the Grandmothers Campaign team at [campaign@stephenlewisfoundation.org](mailto:campaign@stephenlewisfoundation.org) for conference call dial-in details, or sign up on the Grandmothers Campaign website: <http://grandmotherscampaign.org/get-involved/campaign-conference-calls/>