

SECTION 5

MEMBERSHIP ACTIVITIES

INVOLVING NEW MEMBERS

While TRA has district managers (DM) to help recruit new members and a services department to serve member needs, the Association needs the chapters' help in getting these new members involved. The Association needs the chapters' assistance in getting these new members to attend events and join local committees. Once involved, a member is more likely to renew his or her membership. Most associations lose 50% of their members within the first two years. It's best to get new members involved in the chapter right away.

Welcoming New Members

Each month, member lists are sent to each chapter president and chapter chairman. This list shows new members, as well as members who are inactive or past due on paying membership fees. The chapter president is required to share this information with board members so they can welcome new members and retain inactive members.

A chapter volunteer should contact the new member, welcome him or her to the chapter and encourage him or her to become involved in a chapter committee. You are also encouraged to recognize new members at your monthly events.

RECRUITING VOLUNTEERS

Why Members Don't Participate

The reason members don't participate reveals more about the organization than the member.

Reasons Why Members Don't Participate

- Events, meetings, and activities don't start on time or last too long.
- Nothing gets accomplished at the events.
- Same old items are discussed and nothing is done about them.
- The same people do everything.
- The food is bad.
- Meetings & events are poorly organized.
- Not enough time is spent on business or networking.
- Speakers are boring.
- "It's just not fun anymore."
- Too many associate members at the meetings
- Members don't feel part of the group or welcomed

Why Members Get Involved

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1. Feeling of value to themselves and society.
2. Being politically involved to make a difference for the industry.
3. Making a contribution of lasting value.
4. Building identity and credentials.
5. Being informed about evolving issues.
6. Developing professional contacts.
7. Acquiring/developing new skills in areas such as human relations, parliamentary procedures, public speaking, etc.
8. Showcase for one's talents; platform for ideas and opinions.
9. Valuable personal and business publicity.
10. A chance to feel own capabilities in response to a challenge.
11. Belonging to a select group of people.
12. Making new friendships.
13. Getting direct compensation such as plaques, certificates, small tangible gifts.
14. Participating in special educational opportunities.
15. Chance to influence events surrounding industry.
16. Making a significant contribution to profession, industry, or community.
17. Solving business or industry problems.
18. Raising standing, or image and prestige of company or profession.
19. Shaping directions.
20. Chance to help others.

Recruiting Volunteers

People want to feel like they are doing something worthwhile; they don't want to waste time. Volunteering for an organization is much like going to work. The motivations are the same, except in a volunteer situation one of the main motivators, pay, is taken away. This puts even more emphasis on the first two motivators, which are 1) a sense of accomplishment and 2) recognition for good work.

Express the value of participating. People want to know, "what's in it for me?" When you ask someone to give up their time, the relationship between the chapter and the member changes.

The member mentally creates two lists in their minds: What am I putting in vs. What am I

getting out. When people feel that these lists are uneven, they give themselves two choices -- get even or get out. If you know what people want in a relationship (what they want to accomplish), you can manage the relationship and begin to give them the equity they want. Leaders manage resources *and* relationships.

How to Manage Good Volunteers

There are seven basic steps to managing volunteers for an organization:

Step 1. *Develop Goals* – Determine the goals and objectives of the organization through the Chapter Strategic Plan and ensure that everyone understands them.

Step 2. *Develop a Position Description* – Develop a description of what you expect of the volunteer; how much time it will take; what support they can expect and what the rewards are.

Step 3. *Task Analysis* – Determine if you would have the appropriate leadership or do you need to recruit more.

Step 4. *Prospecting* – Locate people who have the talents and skills necessary to do the job.

Step 5. *Selection* – Plan who will recruit the volunteers (nominating committee, committee chairpersons, officers) and who will contact them throughout the year.

Step 6. *Execution* – Provide goals and guidance, but don't dictate the manner in which the task is executed.

Step 7. *Follow-up* – Evaluate the success of the recruitment campaign. Determine how to improve in the future.

Spending time on each step will make the task of recruiting volunteers more productive and successful.

**MARKETING A TRA
MEMBERSHIP**

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Working with the TRA

It is the responsibility of the TRA district manager (DM) to help strengthen your chapter by recruiting new members. Your TRA DM has goals established in advance for each chapter and it is hoped the chapter and its officers will agree with these goals and help strive to achieve them. You may assist this effort by developing prospect lists prior to the arrival of the TRA DM and advising him or her of who is a prime prospect during that visit.

On some occasions, local officers might wish to accompany the DM on his/her travels in your chapter, although this is not necessarily the most effective way to conduct the campaign. Fellow restaurateurs sometimes allow people in on a friendship basis and while we want everyone to join, we especially want those who will invest their fair share in dues and get involved. Should you have special projects for which the DM is needed physically, as much advance notice as possible is helpful.

Hosting a Chapter Membership Drive

Chapters can gain new members and fresh ideas by increasing their membership through a membership drive. To put together a membership drive, contact your DM and follow these guidelines:

- Designate a specific time period for your drive. Contact the TRA office for a membership count the day you begin.
- Have the membership drive end at a chapter meeting or chapter event. Insist that members turn in the checks at the meeting or event.
- Educate your members on enrolling new members using the sliding scale fee structure and encourage members to pay accordingly. Offering lower-priced spots out of favors or friendship devalues the membership and

isn't a fair way to involve a business with the Association.

- Make it fun ... offer an incentive to the member who recruits the most new members.
- Use your District Manager to help you organize your membership drive.
- Membership applications are available through the state office.

MEMBER SERVICES

Chapter officers should be familiar with TRA services to help promote them to their members.

Legal Services

When members need assistance with laws, rules or regulations affecting their business, TRA's Legal Department provides free individual advice and guidance.

Assistance is provided at the local government level. For example, if the chapter is monitoring a proposed city ordinance that could be harmful to the industry, TRA will offer advice and provide materials to help prevent passage of the ordinance and advise you on drafting or structuring a proposed ordinance of your own.

Industry Research and Statistics

For an accurate listing of prices for the following products, visit the TRA website at www.restaurantville.com or call 800/395-2872 and ask for TRA's product service representative.

Target Marketing/Lists

TRA works with you to customize a mailing list that will meet your needs. There are 17 menu themes, including bars. The list can also be sorted by geographic area.

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General Industry Research and Information

No matter what type of question you have, TRA can probably find the answer. Our network of state and federal agencies, other associations and key contacts within the industry make it possible for us to locate very specific research data and information.