

## How to Invite Someone to Become a Member

### A Step-By-Step Tool

1. Prepare your Club for receiving prospective members. Explain the importance of making prospective members feel at home and accepted; how important it is to be positive and not negative with their comments; how important it is that they take the initiative to introduce themselves; and that no one should speak in code during the meeting (EC, DAC, PIF).
2. Prepare a one-page, attractive handout with important information such as:
  - Pilot's focus
  - Your Club's most impressive Service Projects
  - Meeting dates/times of your club
  - Cost of membership dues and Cost of meals
3. Have your members write a list of all prospective members including recent retirees from people that they are in contact with either on a regular basis or a new acquaintance with similar qualities as they possess.

Or

3. Divide you Club members into small groups (5 or 6) and have them brainstorm - making a list of people they know and businesses they can contact. Some people think better when they say it out loud to others!

### **Encourage your members to talk to everyone they meet about Pilot.**

It has been said that you need to talk to 10 people in order to get 6 people to a club meeting in order to get 1 new member. **We want to improve those odds.** While we want to constantly talk Pilot to everyone, we want to be selective in who we spend real time on and trying to get them to a meeting.

4. Invite your prospective member to lunch or dinner. It is easier to sell anything, including Pilot, when you are meeting one-on-one over a meal.

You want to begin your luncheon or dinner with a general discussion as you eat. Talk about as much as you can: family, work, hobbies, etc. What you are doing is selling someone on becoming a Pilot, and how can you sell something when you don't know what you are selling? The reason you are a Pilot (your selling point) may be our Focus of working with people with

Brain Related Disorders and Disabilities. What is the selling point of the person you are talking to? This is what you have to find out if you are going to sell them on joining your Club. You may assume that a mother with a child who has a brain related disorder wants to join for that reason. However, she may give service regularly through other organizations in this area and what she really needs is some fun and friendships in her life.

Prepare opening comments that your members may use when it is time to start talking about Pilot and they know more about their prospective member and what their selling point is, such as: *I am so glad you agreed to have lunch with me today. You know that I am a member of the Pilot Club of XYZ and I can't begin to tell you what a difference it has made in my life. When I was thinking about who I would like to invite to join our Club, I thought of you and how much being a Pilot would mean to you also. Now, you know how busy I am and I know how busy you are, but \_\_\_ years ago, I decided it was time I did something just for me and Pilot was, and still is, the answer for me and I think it could be for you too. I always feel so much better whenever I have had some time with my Pilot friends.*

Be prepared during the discussion to share your own experiences with Pilot and how Pilot has positively impacted your life.

Time is the one barrier that most people will mention so be prepared to deal with this issue. *Yes, I truly understand how busy you are. You know we only meet once a month from 6 to 8 and that includes dinner. Other than that, it is up to each of us as to how much time we give to the projects we do. Some of us are able to give more time than others and some years or months I can give more time than I can at other times. We all work together as a team and we have so much fun doing it!*

Be prepared to discuss the different types of membership. Your prospective member may be the perfect person to bring in as an e-member and then you can work on getting them to become an Active member.

5. Next, invite them to a meeting -- whether it is a regular meeting or a special Share Pilot event. Be sure and provide adequate directions to the meeting site or better yet, pick them up and take them to the meeting.

Depending on the person, you may want to invite them to assist with a service project so that they can be a part in helping someone. Let them see your love for Pilot in your face and in your voice. Then invite them to a regular meeting or Share Pilot meeting.

6. Follow up and follow up and keep asking!!! You may need to ask more than once to get a commitment to attend a meeting. Be patient. Do not be discouraged if they turn you down at first. Ask them what their feelings are and what their thinking is about visiting the Club. You may want to try inviting them to a Service Project first.
7. After they join, either pick up the new member or wait for them at the door and sit with them at the meetings. Be sure to get them involved right away in what ever you discovered their selling point was.
8. MOST OF ALL, show enthusiasm and your love for Pilot. Be a contagious Pilot!!!!

Membership Task Force

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