EXERCISE 3: WHAT’S YOUR STORY?
OR HOW DID YOU JOIN YOUR SOCIETY?

Think back. What was your journey into membership?
Ask your committee members to share their personal story with each other.

The four key phases in the journey into membership:

DISCOVERING > CONSIDERING > EVALUATING > JOINING

Step 1: Use the questions below to ask yourself (and then other members) about how they joined your Society:

How did you first discover us? / When did you first hear about The Arts Society?
What attracted you?
What did you do to find out more?
Did anything or anyone influence you?
Did you evaluate any alternative options? If you did, how did we compare with them? Did you visit our web site? If so, how did you find it?
In the end what made you decide to join?
How did you find the joining process?

Step 2: Next go and ask all your new members for their story.
Collect and share the information you collected.

What did you uncover?
What attracted them most?
Did it reveal any new ways to help promote or spread the word about membership?
Did you find out about any new groups to approach to join?
Did you uncover any problems that membership helps solve?
Did you hear any comments on how your web site or pages could be improved?

IDEA!

Ask new members about their journey into membership in the new welcome process - while it is still fresh in their memory. This is a useful way to get to know them better, find out what interests them and discover new avenues to explore for promoting membership. New members are a good source of potential committee members.