

THE PATH TO MEMBERSHIP GROWTH TOOLKIT



Legacy, Unity, & Belonging

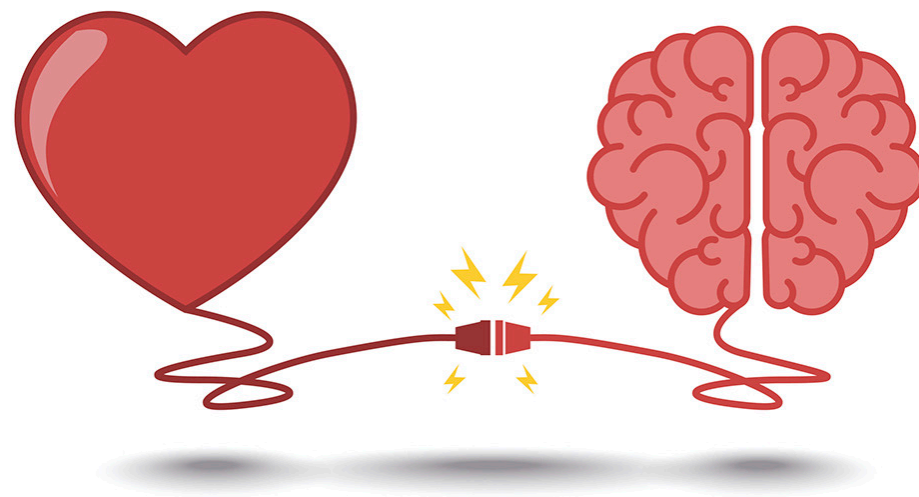


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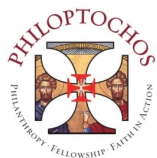


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**Member engagement is the
emotional commitment
a member has to
the society's mission,
community, and goals.**



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Mission

Vision

Community

← connected & committed →

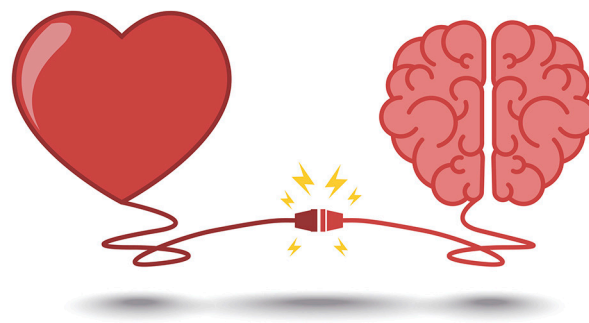
**Empowered
by mission,
culture,
values**

**Believe
organization
can achieve
its goals**

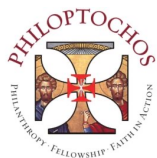
**Connected
to members
and leaders**



**Engaging members is impossible
until you **understand** them,
which can only come
from time spent pursuing a
relationship with them.**



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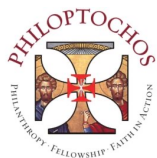


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Who is missing or feeling left out? What is needed to reach them?



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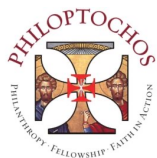


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If Philoptochos leaders were all under the age of 25, what would they do differently?



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How can we overcome our fear of change?



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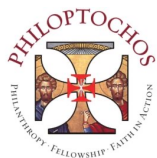


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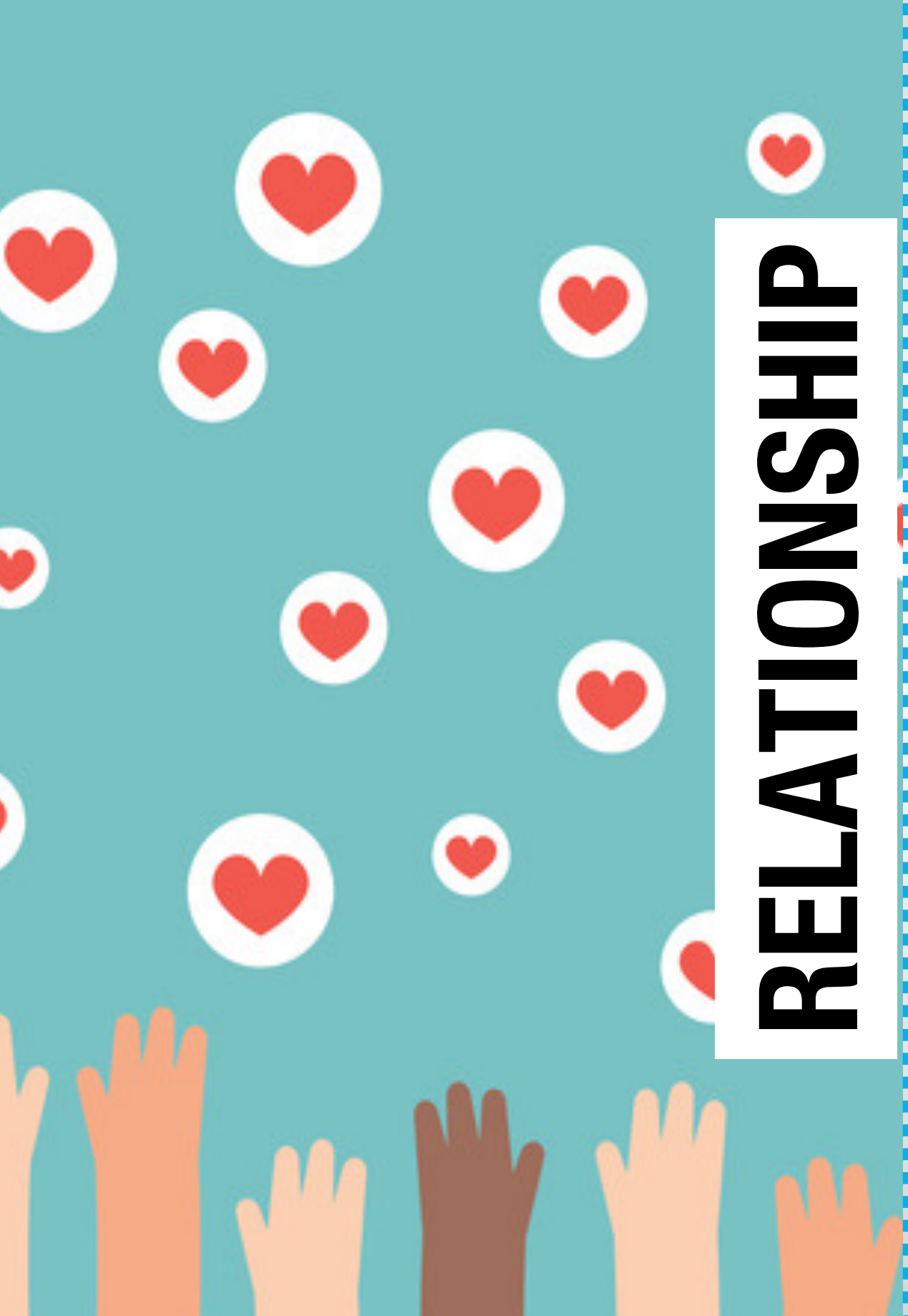
Belonging = Growth



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RELATIONSHIP

OWNERSHIP



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THE PATH to GROWTH



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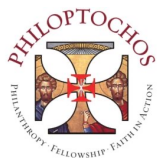


What do our members need to succeed?

What is **valuable** and **important** to them?



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**What is needed to create
'must have' membership?**

**How can we better *serve, wow,
inform, inspire* members?**



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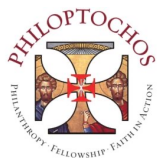
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**What amazing work are we doing
that few people know about?**

How can we spark the sharing of **memorable,
meaningful stories and experiences?**



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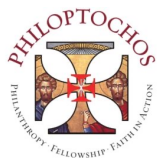
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What strategies would build an inclusive community?

How do we create an organization where **everyone feels like they belong?**



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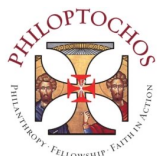
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Why is change needed and why now?

What benefits do we stand to gain
by being open to **new ideas** and opportunities?



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