

## SUGGESTIONS FOR GETTING NEW MEMBERS

At any NYFOA events, programs, woodswalks, fairs where non-members attend, the following can help attract new members:

1. Display NYFOA info materials on a table:
  - back issues of The Forest Owner and chapter newsletters,
  - NYFOA info/membership brochures or membership application form from the Forest Owner or RNYW materials
  - RNYW sign and NYFOA posted sign, if you have them
2. Welcome and ask people to sign in/register when they arrive. Use RNYW registration form, or make your own. Include name, address, phone #, email, NYFOA member?, # acres of woodland. This info will help you follow up with interested people and gives you an idea of attendance.
3. New membership incentive: Have a drawing from all new membership applications filled out and paid for at that event for a prize/bribe/thank you – whatever you want to call it. Items made or donated by chapter members work well: bird house, ½ pint maple syrup, honey, boot jack, walking stick, etc.
4. When people check in at your event, tell them you will have a drawing for any new members signing up at the event, what the “prize” is and where the NYFOA info and application forms are. If you can have someone to man the NYFOA info table and answer questions, that helps.
5. Put completed membership forms in a container and have the drawing at the end of your event.
6. At the start of your event, during the introductions, give a 5 minute talk about what NYFOA is and does and the benefits of membership. Tell them about your membership incentive drawing. Remind them again of the drawing at the completion of the event.
7. This same approach also works well to encourage people to fill out evaluation forms.
8. Including MFO info brochures and a sign-up list at the event for a free MFO visit also is a good idea.