

➤ If they have children, share the values of the Grange and the opportunities of the Junior or Youth programs.


➤ If they are frustrated with government, share the legislative program of the Grange and our grassroots philosophy.

➤ If they talked about a local problem, share how our community service program works and how they can make a difference through the Grange.


## Step 4: Ask Them To Join


No matter how well you do with the first three steps, this fourth step is critical.

After you have shared how the Grange can fill their needs you must ask the person if they would like to join the Grange family.

 **If they say yes**, have an application and have them fill it out there. Offer to deliver the application and their dues and fees to the secretary of the Grange. Follow up to ensure that the entire family has the opportunity to join. Let them know when the next meeting will be for obligation or initiation. Let them know you're excited about them

joining our family. Follow up before the next meeting.

 **If they are not sure** or want to think about it, ask for their phone number. Suggest that you could bring them some Grange brochures or newsletters so they can learn more or invite them to a public Grange function. Carry and give them a Grange business card. Thank them for their time and then follow up later.

 **If they decline to join** and don't want to share their phone number or other information with you, thank them for their interest and time. Carry and give them a Grange business card or brochure. Remember that you have planted a seed that may result in a new active member in the future.

*If you don't have time to complete these four steps, give the person a brochure or business card with your name and phone number on it and ask for their number. Then Follow up.*

**For more information contact  
the National Grange at:**  
1616 H Street NW, Washington, D.C. 20006  
1-888-4GRANGE / [www.nationalgrange.org](http://www.nationalgrange.org)  
*or contact your  
State Grange Membership Director:*

## Recruiting Members By Being A Grange Ambassador



## Four Steps To Successful Recruitment of New Members

## Step 1: Set the Stage

Successful recruitment of new Grange members requires that you set the stage for a conversation about the Grange.

Step 1 is about being an Ambassador promoting the Grange rather than just a salesman with an organization to sell.

### To set the stage you can:

- Wear a Grange Pin, button, or other jewelry
- Wear Clothing with a Grange Emblem on it
- Place a Grange Bumper Sticker or Decal on Your Car
- Prominently Display a Grange Emblem at Home or at Work
- Mention Upcoming Grange Events/Meetings to People Every Day
- Talk About Grange Projects and Activities to People Every Day
- Use the Grange as a Positive Example when Discussing Current Events with People

The reason to set the stage is to get a person to ask “What is the Grange?” or some variation of this question.

Once a person asks you for information you then move to step 2.

## Step 2: Listen

The second step is critical in that you will spend time learning about the person and their interests and needs.

Briefly answer their initial question and then ask leading questions of the person. Learn what is important.

- ☑ Do they have a family?
- ☑ What do they do for a living?
- ☑ What are they worried about in the community?
- ☑ What do they value?
- ☑ Are they looking for a way to make a difference?
- ☑ What are their hobbies and recreational interests?
- ☑ What groups and organizations do they belong to?
- ☑ Do they need our benefits?

## What Is Important To Them?

- ★ Family Activities
- ★ Friends & Fellowship
- ★ Community Service
- ★ Legislative Action
- ★ Contests
- ★ Leadership Opportunities

As you get to know the person you will have the opportunity to identify needs that they express. They may be lonely, be concerned about their children, frustrated with local government, or want to share their skills.

It will be a rare person who will not share at least one of their needs to someone who is listening.

Once you have identified at least one need you can then move to step 3.

## Step 3: Fill the Need

This is where you share with them how the Grange can fill the needs they expressed in step 2.

- If they are lonely, share your experience of being part of the Grange family.