

Beyond the Meeting

- Publicize club activities on social media and in local media.
- Send birthday cards to members.
- Celebrate together as a club.
- Post a “question of the week” on social media.
- Send cards or contact members absent from the last meeting, letting each know they were missed.



Everyone can
do something
to support
the club.

multiples
OF AMERICA

CONNECTING + SUPPORTING MULTIPLE BIRTH FAMILIES
(Also known as the National Organization of Mothers of Twins Clubs)

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Clues for Clubs

*on growing and
retaining members*



Why do people join a club?

- **Connection** with other parents.
- **Value** for the information or services they can receive.
- **Recognition** for being a part of a group.

The process of retaining members begins the moment they join.



Growing Membership

- Visit prospective members at their homes or call on the phone. Check in regularly after that.
- Share information about the club or perhaps resources from the club's library.
- Help new members get connected
- Share the goals of the club.
- Explain the organization of the club, its officers and committees.
- Tell about the activities of the club.
- Explain national and state connections.
- Encourage involvement in the club.



Members at the Meeting

- Have current members introduce new members at the meeting.
- Keep business meetings brief.
- Schedule a time for open discussion and sharing, perhaps a “challenges and cheers” time.
- Provide timely and “on time” programs.
- Ask for member input.
- Share praise and “thanks” for those who volunteer to coordinate activities or events.
- Recognize members’ accomplishments outside of the club.

