Growing our movement: tools for retention

November 19 & 20, 2019
Agenda

• Welcome & Introductions
• Section Spotlight: Minnesota Section
• Advocate Retention Tools
• Scenario Exercise
• Group Discussion
• Wrap-up
Why do people join and stay involved with NCJW?

• Conducted a community survey and received surprising results
  • No consensus about most important policy priorities – reproductive rights always near the top
  • Excellent community reputation. Sought after community partner among our allies.
  • The main reason, by a large margin, that people get involved and stay involved with NCJW Minnesota is the social connections and relationships that they develop with other women
Engagement Process

- Sign-in sheets at every NCJW and community event with check boxes for interests
- Immediate follow up by Outreach and Engagement Team
- Connection to appropriate committee, program, or individual
- Follow up with O & E (not part of our system but should be!)
Retention Process

• Retention is linked to follow up – making sure there are plenty of opportunities for further involvement
• Personal invitations and a buddy system
• Acknowledge different ways of engagement
  • Personal
  • Financial
  • Virtual
• Know when no means no
Follow up helps build relationships and ensure someone comes back again and again

- Follow up with individuals after each committee meeting, project, event they attend
- Personally invite individuals to the next meeting or event
- Communicate clear next steps
- Show appreciation – thank you goes along way.
Retention tools

One-on-ones Meetings

Use one-on-one meetings as a tool throughout the engagement process, not just to get advocates involved at the beginning.

• Create a culture of meeting with individuals one-on-one to check in
• Use one-on-ones to help you recognize potential obstacles and issues before they develop
• Identify new leaders through your one-one-ones
• Meet for coffee with individual members of the committee, project volunteers, and/or advocacy group
• Start off by thanking them for everything they do
• Sample questions
  • What are you enjoying about your work with NCJW? Is there anything missing that you’re looking for?
  • What can we do to make NCJW an even better experience for you?
  • How are you looking to grow? Are you interested in taking on more responsibilities or leadership roles?
Make Leadership Development a Priority

• Dedicate a committee to focusing on leadership development

• The primary role of the Leadership Development Committee in MN is to identify, develop and support emerging leaders in the organization.

• Committee Goals:
  • Develop leaders for social change to advance the mission of NCJW
  • Enhance the knowledge, skills and relationships/connections of board members, committee chairs, and committee members so that they can fulfill their roles
  • Support development of NCJW governance systems and structures
Leadership Development

Provide opportunities to develop leadership skills and grow.

• As a result of the NCJW Leadership Institute in MN, participants will:
  • Recognize who they are as leaders and identify their strengths and opportunities for growth.
  • Build leadership skills e.g., creating clarity of purpose and shared goals; volunteer management; leading meetings, etc.
  • Build connections, network and an NCJW cohort group. (especially in the first session)
  • Define leadership within the context of social justice.
Scenario Exercise
Group Discussion
Next Steps

• Implement what you’ve learned in this webinar series!
• If you are an ED, Section President, SPA, or Membership Contact, you should be receiving weekly list of names from the national database every Monday.
• Take time to read through the Outreach and Engagement Toolkit.
• Send Samantha your membership and engagement templates and tools. (sweil@ncjw.org)
• Share the webinar recordings with other leaders in your section.
• Any questions? Contact Samantha at sweil@ncjw.org
Join us in Chicago, IL from April 23-25, 2020

Registration is now open!

Visit ncjw.org/Convention2020
Contact Information

Lindsay Morris (She/her), Director of Engagement and Leadership, Lmorris@ncjw.org, O: (202) 375-5066

Hannah Cohen Smith (She/her), Grassroots Associate, Hcohensmith@ncjw.org, O: (240) 509-5507

Leah Singman (She/her), Member Services and Donor Relations Administrator, Lsingman@ncjw.org, O: (240) 509-5505

Ari Solomon (They/them), Manager of Grassroots Advocacy, Asolomon@ncjw.org, O: (202) 375-5073

Samantha Weil (She/her), Member Services Associate, sweil@ncjw.org, O: (202) 375-5059