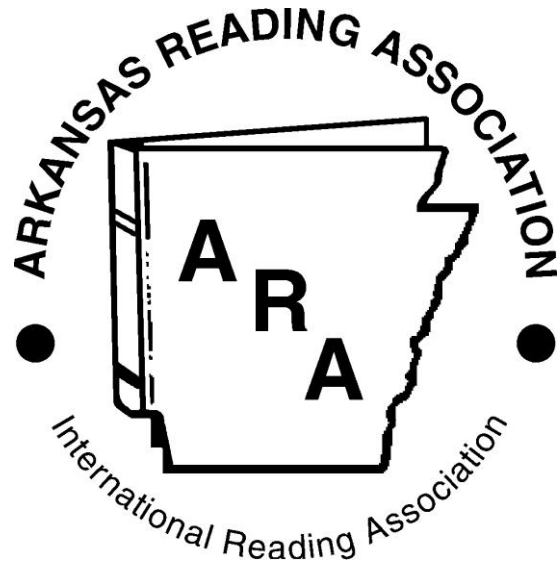


Arkansas Reading Association

Membership
Chair's
Handbook

2011-2012



BillieAnn Dishongh

Director of Membership Development

115 Bolivar Street

Hot Springs, Arkansas 71913

Home: 501-525-4208

Email: billieann@arareading.org

June, 2011

Dear Council Membership Chairs,

As Arkansas Reading Association Director of Membership, one of my goals is to attract and retain members in ARA. I have gathered ideas from successful campaigns from across the nation and placed them in this membership handbook. I hope that this booklet will serve as a springboard for you as you plan your membership campaigns. I look forward to adding your ideas and samples of flyers, posters, poems, image brochures, etc. to this booklet.

A renewal membership form will be mailed to each current local council/ARA member at the end of August or first of September. Our membership year runs from July 1 through June 30. I have provided you a list of current members. Those with an * have already joined or renewed for 2011-2012. Now it is your job to recruit new membership as well as to encourage everyone to renew at the local, state and international levels. To assist you in contacting members, membership lists can be obtained by contacting me. You can receive local council rosters, mailing labels, and an IRA report listing local council IRA members with IRA numbers and expiration dates. I will try to update these reports monthly so I am depending on you to send in memberships as they come in to you. When contacting prospective members, please inform them about ARA and its programs.

ARA is an affiliate in good standing with IRA. It is our obligation to also encourage membership in the International Reading Association. Remember all officers must be IRA members to qualify for honor council, all ARA programs and awards and to be considered in good standing.

If you have any questions or comments about ARA or IRA membership, please feel free to contact me. Thank you in advance for your help.

Sincerely,

Billie Ann Dishongh, Director of Membership
115 Bolivar Street
Hot Springs, Arkansas 71913
501-525-4208
email: Billieann@arareading.org

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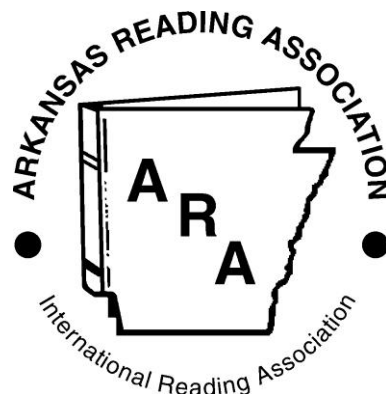
Welcome
To the Arkansas Reading Association
“Promoting Reading As a Lifetime Activity”

What is ARA?

The Arkansas Reading Association (ARA) is a non-profit, professional organization whose members promote reading and literacy for people of all ages. The state organization, an affiliate of the International Reading Association (IRA), consists of local reading councils located across the state of Arkansas. Over 1500 educators and professionals hold membership in this organization.

Purposes of the Arkansas Reading Association

- to improve the quality of reading instruction at all levels
- to provide a local and state-wide network of teachers, administrators, and college personnel associated with literacy issues
- to support the activities of the local reading councils and provide a concentrated focus about literacy issues
- to sponsor conferences and meetings to implement the purposes of the council
- to stimulate/promote literacy research
- to disseminate knowledge helpful in the solution of problems related to literacy
- to recognize and honor outstanding educators, authors, journalists, and others for significant contributions to reading and language arts
- to further all purposes of the International Reading Association



Membership Benefits:

Membership in the ARA provides the following valuable literacy opportunities:

- **Community Involvement:** Join a local reading council and promote reading and literacy activities in your school and community.
- **Annual Conference:** Attend the outstanding annual ARA Conference held each November in Little Rock, Arkansas. The conference features many presenters, workshops, special events, exhibits, meal functions and nationally renowned authors and illustrators. ARA members receive discounted registration fees and conference information mailed directly to them.
- **Scholarships/Grants:** Each year thousands of dollars are granted to ARA members through the Jo Flanigan Scholarship, Studies and Research Grants, the Local Council Literacy Grants, and the Local Council Honoree Award.
- **Publications:** As a member of ARA, you receive the professional ARA journal, "the Reader", the ARA newsletters, monthly e-newsletters and the conference promotion and registration information mailed to your home.
- **Recognition:** ARA recognizes outstanding literacy educators, authors and other individuals through annual literacy awards such as the Administrator in Reading Award, Celebrate Literacy Awards and the Exemplary Reading Program.
- **Networking:** Meet and share information with people from your community and all across Arkansas who are interested in promoting reading and literacy.

International Reading Association*

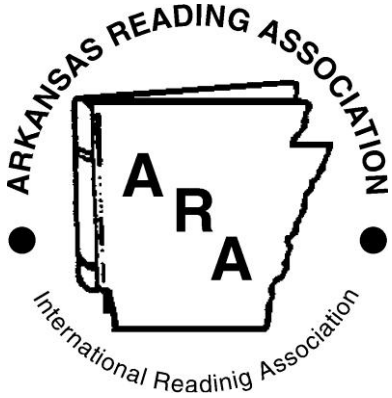
About the Association

IRA was founded in 1956 as a professional organization of those involved in teaching reading to learners of all ages. Over the years, our focus has expanded to address a broad range of issues in literacy education worldwide. Whether your interest is research or practice, traditional print-based reading and writing or the “new literacies” of the Internet age, new readers or those acquiring higher level skills, we offer something for you. Our members include classroom teachers, reading specialists, consultants, administrators, supervisors, university faculty, researchers, psychologists, librarians, media specialists, and parents. With members and affiliates in 99 countries, our network extends to more than 300,000 people worldwide.

The International Reading Association serves its membership with professional resources designed to further five goals:

- ***Professional Development***
to enhance and improve professional development of reading educators worldwide
- ***Advocacy***
to provide leadership in support of research, policy, and practice that improves reading instruction and supports the best interests of all learners and reading professionals
- ***Partnerships***
to establish and strengthen national and international alliances with a wide range of organizations, including governmental, nongovernmental, and community agencies, businesses, and industries
- ***Research***
to encourage and support research at all levels of reading and language arts education to promote informed decision making by reading professionals, policy makers, and the public
- ***Global Literacy Development***
to identify, focus, and provide leadership on significant literacy issues

*From the IRA web site <http://www.reading.org/> June 30, 2007



Arkansas Reading Association

Membership Goals

2011-2012

- ✓ Maintain present members
- ✓ Encourage IRA members to join state and local
- ✓ Increase IRA, state, local, and student memberships by 3%
- ✓ Target students

TARGET GROUP:

Students

**ARKANSAS READING ASSOCIATION
TARGET MEMBERSHIP**

The Arkansas Reading Association has targeted *students* for membership growth this year. Each local council is asked to make special efforts to recruit five new members from this group. Membership directors are to complete this form when the target membership goal has been met for their local council.

Council: _____

**TARGET MEMBERSHIP RECRUITS
LOCAL COUNCIL**

1. Name _____ District _____

Address _____ City _____ Zip _____

2. Name _____ District _____

Address _____ City _____ Zip _____

3. Name _____ District _____

Address _____ City _____ Zip _____

4. Name _____ District _____

Address _____ City _____ Zip _____

5. Name _____ District _____

Address _____ City _____ Zip _____

DUE MARCH 1

To ARA Membership Director

THE ROLE OF THE LOCAL COUNCIL

MEMBERSHIP CHAIR

1. Recruit new members and maintain current members.
2. Remind members to renew their membership so they are not dropped.
3. Devise and carry out membership recruitment activities to increase their council's membership.
4. Remind members to notify ARA Director of Membership of any address/phone/email changes. Each council should have some Post Office Address Notification Cards (PS form 3576) available at the meeting for members to use. These change-of-address cards are available at any post office.
5. Look over monthly reports. Check to see which members have an IRA expiration date for the following month. Making a phone call to these members may be a great way to prevent them from being dropped by IRA for not renewing.
6. If your council provides gift and/or lifetime memberships for certain members, the ARA DOM must be notified.
7. Recruit for IRA (International Reading Association), too. A certain number of IRA members is required to qualify for IRA Honor Council (check with your local president) based on your council's membership and you must maintain a minimum of 10 IRA members to be a council in good standing. *Please remember that IRA is different from ARA and it requires a different form and a separate check.*

MEMBERSHIP FORMS

1. RENEWAL FORMS:

Renewal forms will be sent out after July 20th to all current ARA members and to those who did not renew in 2009-2010. Please remind members that July 1, 2011 begins a new year.

2. MEMBERSHIP FORMS:

The triplicate membership forms can be used for new members or for renewals. Please encourage members to fill out the form completely, **especially a complete mailing address with zip code**, adding IRA# if applicable. Send the forms and a check or checks to the Director of Membership. Also, see Directions for Using Reporting Forms further into the booklet. **Please remember that you can now also join or renew on-line at our website www.arareading.org by using your credit card.**

3. MEMBERSHIP RECEIPTS:

Each member will receive a receipt if membership is sent directly to the ARA DOM. If not joining directly to the ARA DOM, the local council may or may not distribute membership cards.

MEMBERSHIP MONEY FACTS

*As of July 1, 2011, membership costs \$10.00 per year for ARA membership **PLUS** local council dues which vary from council to council. A student who joins IRA automatically becomes a member of ARA and the local council is encouraged to waive local dues also.

*Membership checks should be made payable to **Arkansas Reading Association (ARA)**. These checks should be made for **\$10 per regular member plus the local council dues if sent directly to me.**

TYPES OF MONTHLY MEMBERSHIP REPORTS

Every month each council can request several reports from the ARA DOM. These consist of:

1. **Local Council Roster:** This is a listing of all current members of that local council, which will also show ACTIVE if that member is a current IRA member.
2. **Mailing Labels:** This can be done from the Local Council Roster.
3. **IRA Report:** This is a listing of current local council members with current IRA number and expiration date. This report can also be listed with mailing addresses.

INTERNATIONAL READING ASSOCIATION MEMBERSHIP

IRA (International Reading Association) membership is separate from ARA (Arkansas Reading Association) membership.

Membership in ARA does not automatically make you a member of IRA. **(IRA requires a separate membership form fee.)** The bottom portion of the ARA/local council membership form is the IRA membership form.

Membership Chairs can also get IRA membership forms by sending in an order to the International Reading Association. This order form is in your local council president's packet from IRA and these are free.

Who You Are and What You Do

As a membership director, you will be one of the most influential officers in the council when it comes to encouraging educators to join your council, the state/provincial council, and the International Reading Association. The key responsibilities of your position are:

- To plan and carry out programs designed to recruit new members and to encourage current members to renew their memberships.
- To maintain an accurate record of members, including their addresses and telephone numbers, and a record of the various levels of IRA in which they are members (local, state, international).
- To collect dues and turn over monies to the council treasurer.
- To provide a current membership roster and/or directory to the officers of the council, as well as to other IRA personnel who may request such information.
- To notify members when dues are owed.
- To recruit and train a membership committee to assist with the functions of this office.

This manual will provide details to help you carry out your duties, and offers instructions for guiding the activities of your membership committee.

MEMBERSHIP PRIMER

3.3

Roles and Responsibilities of the Membership Director

- Chair the Membership Committee and develop, with the committee, a comprehensive membership promotion plan and a time line for implementation. Include in the plan both fall and spring membership campaigns, the development of membership promotional packets for building representatives, assignments for activities to be carried out during council meetings, and receptions for new members and building representatives.
- Establish, in conjunction with the council's board of directors, membership goals and promotional activities, and other responsibilities as they relate to membership promotion during each council meeting.
- Prepare and submit to the council's board of directors a budget for the Membership Committee.
- Review, on a yearly basis, the status of the council's membership to determine the total number of members, the number failing to renew, and those holding membership in the state/provincial council and the International Reading Association. Develop a profile of the schools and/or districts represented in the council's membership, including the composition relative to the number or percentage of classroom teachers (elementary and secondary), administrators, reading teachers, librarians, etc. Based upon the review and the profile, plan membership activities to assure future growth and outreach.
- Plan, in conjunction with the public information/relations committee, promotional material that describes the council, its activities, and the membership benefits that can be derived.
- Submit to IRA Headquarters, yearly, the council's membership roster (specifying those who are also members of IRA) and each member's professional assignment, and a summary of the council's membership profile and goals.
- Organize a table or booth to promote membership at each council meeting. During each council meeting, ensure that a brief presentation on the benefits of membership in both the council and IRA is made by either you or another council officer. Include in each presentation an invitation to membership.
- Order needed materials and supplies from IRA Headquarters.
- Send to IRA Headquarters, immediately upon receipt, all International memberships, with the appropriate council number designated on all membership applications.

- Participate in workshops organized for membership directors by state/provincial councils and/or the Association.
- Organize, in conjunction with other officers and committees, a workshop for training building representatives.
- Establish a communications network with building representatives to ensure that they are informed and up-to-date on council activities and programs.

Membership Committee Chair (Local Councils)

The membership committee chair serves on the board, is a member of the state membership committee, chairs the local council membership committee, and is responsible for seeing that membership goals and objectives for the year are met.

Membership Committee Chair's Checklist

	<u>Target Date</u>	<u>Completion Date</u>
• Renew your membership in the International Reading Association, your state and local council.	_____	_____
• Attend your state leadership workshop and participate in all membership activities.	_____	_____
• Review the <i>Membership Handbook</i> for promotional strategies and resources.	_____	_____
• Review membership figures to ascertain current number of members, retention rate, success of previous membership campaign.	_____	_____
• Determine the amount budgeted for your committee in conjunction with your council president and treasurer.	_____	_____
• Serve on the state membership committee—a network of local council membership chairs that plans and executes a yearly membership campaign.	_____	_____
• Participate in the communications network your state Director of Membership establishes.	_____	_____
• Write a comprehensive membership plan.	_____	_____
• Design and produce a council flyer and other promotional materials that describe the council, its goals, activities, and membership benefits.	_____	_____
• Design, print, and distribute membership cards. (Optional)	_____	_____
• Keep a current roster of members.	_____	_____
• Prepare a membership promotion display for each council meeting.	_____	_____

- Send local and state dues to the appropriate treasurer for deposit, according to the established procedures.
- Send International Reading Association dues to the Membership Services Manager at IRA Headquarters 1-2 days after receipt.
- Review this year's membership campaign with the incoming membership chair to ascertain strengths and weaknesses of the campaign.
- Prepare a suggested budget for the incoming membership chair for the following year.
- Send letters of appreciation to all committee members at the end of your term.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Building Representatives—The Key to Membership and Meeting Success

Councils report that one of the most effective ways to build membership and attendance at meetings is through a network of building representatives. The model is not complicated, and it is effective.

- STEP ONE For each building served by the council, a key teacher or administrator is identified as the building representative.
- The building representative *MUST* be a member of the council, and one who has agreed to serve—not one who has been “volunteered.”
 - An individual who is interested in reading.
 - A person who regularly attends council meetings.
- STEP TWO The network of building representatives should be identified during April or May of the preceding council year.
- Prepare and distribute to each building representative a “job description,” a one-page summary of exactly what you want them to do.
 - Notify each building representative of their selection and outline specific responsibilities.
 - If possible, give them the date of the building representative workshop to be held in either August or September. (Get the date on their calendars early!)
- STEP THREE For each building representative, prepare a packet of materials—schedule of council meetings, bookmarks, council membership applications, IRA membership blanks, copies of journals and *READING TODAY*, etc. If your council publishes a council directory (names and addresses of officers, committees, dates of meetings, and members), make certain each building representative has a copy.
- STEP FOUR Plan a get-acquainted social or workshop in either August or September. The date would depend upon the opening date of the school(s) served by the council.
- If possible, plan a professional program by an author, consultant, or reading faculty member specifically for the building representatives. A program such as this will add to the importance of the representatives’ job and enhance their value to the council.
 - Introduce the council officers and other building representatives. It might be helpful for the “reps” to get together according to geographical location, that is, schools that are located close together.
 - Review with the reps their job description and the council plans for the year. If possible, present each building representative with a calendar so that meetings and other deadlines can be highlighted.
 - Outline the steps you would like each rep to take in terms of publicizing council meetings and projects—for example, things to do a month before, two weeks prior, one week before, and the like.
 - Go over the steps in processing membership at the council level, state level (if applicable), and the international level (IRA). Review for them the benefits of

membership. You might divide the representatives into groups of three and have them brainstorm questions they feel will be most frequently asked. Review these questions, as well as others they might have missed, regarding membership or anything else about the council.

MEMBERSHIP PRIMER

4.4, 1

STEP FIVE The council president should send to each building representative's supervisor a letter commending him/her for professional commitment and willingness to serve. Be sure to send a copy to the building representative.

STEP SIX If possible, have a building representative newsletter published three or four times a year. The newsletter will carry information on upcoming meetings, membership data, and reminders of approaching deadlines.

STEP SEVEN The one thing one cannot do enough of in a volunteer organization is thank people. And this certainly applies to building representatives. From time to time, reps can be recognized and thanked at council meetings—and certainly at the end of the school year.

Building representatives can make the difference in membership, attendance at meetings, communications, and leadership development. What we have presented is only a model, but a model that has been adopted successfully by many councils.

Building Representative—A Job Description

- All building representatives should be members of the councils.
- Attend the orientation meeting at the beginning of the school year in order that you might become acquainted with the goals of both the council and IRA.
- Request from the membership director of the council necessary supplies and materials. If needed, order from IRA Headquarters.
- Maintain a list of all members in your school. If individuals have failed to renew their membership, be certain they receive a gentle reminder.
- At the beginning of the school year and at other appropriate times, speak briefly at faculty meetings about the council, the value of membership, and upcoming activities.
- Develop a procedure and time table for notifying faculty and administrators about upcoming meetings and activities. For example, two weeks before a council meeting, a poster could be placed on the bulletin board in the faculty lounge or other appropriate place. Ten days prior to the meeting, place flyers in each teacher's mailbox.
- Look for ways that you can publicize reading, the council, and the International Reading Association.
- Distribute to faculty and administrators in your school information about the council—e.g., yearly calendar, membership applications.
- Maintain a bulletin board of local, state and international activities.
- Encourage your librarian to subscribe to state and IRA publications.

Arkansas Reading Association
Membership Director's Working Calendar

July:

Attend ARA Leadership Training – July 15-16, 2011
Prepare your fall membership campaign
Send in membership forms/report/money to ARA Director of Membership

August:

ARA/Local Council renewal notices will be sent from ARA to all current members
Prepare your fall membership campaign
Send in membership forms/report/money to ARA Director of Membership, if collected
Promote ARA Annual Conference November 17-18, 2011

September:

Send in membership forms/report/money to ARA Director of Membership, if collected
Meet with Building Reps
 Discuss job description, membership campaign
 Set membership goals
 Target diverse groups – student teachers, mentors & novice teachers, media specialists, administrators, Title I schools, areas with low membership
Fill out HC **Required Item III-RI – *Description of Membership Plan.***, mail copy to ARA
Promote ARA Annual Conference November 17-18, 2011

October:

Send in membership forms/report/money to ARA Director of Membership, if collected
Promote ARA Annual Conference November 17-18, 2011

November:

Continue to work on membership campaign
Send in membership forms/report/money to ARA Director of Membership, if collected
ARA Annual Conference – November 17-18, 2011

December:

Continue to work on membership campaign
Send in membership forms/report/money to ARA Director of Membership, if collected
Check with building reps to see how things are going

January:

Continue to work on membership campaign
Send in membership forms/report/money to ARA Director of Membership, if collected

February:

Send in membership forms/report/money to ARA Director of Membership, if collected

***MARCH 1 - IRA HONOR COUNCIL REQUIREMENTS DUE**

Percentage increase in membership. *Needs to be*

signed by ARA Director of Membership. (If a council has been an Honor Council for three years in a row, they may choose to complete 2 of the Optional Items.)

Description of Membership Campaign

New IRA Members

March:

Send in membership forms/report/money to ARA Director of Membership, if collected

MARCH 1 - HONOR COUNCIL REQUIREMENTS DUE TO IRA

MARCH 1 – **Target Membership Form** due to ARA Director of Membership, (Diamond Award requirement)

April:

Send in membership forms/report/money to ARA Director of Membership, if collected

Begin to identify next years building reps

Send out letters asking who wants to continue or suggest replacements

Find out schools that need reps

Make those PERSONAL contacts

Have a renewal membership drive offer special savings

57th IRA Convention – April 29 – May 2, 2012, Chicago, Illinois

May:

Send in membership forms/report/money to ARA Director of Membership, if collected

Have a renewal membership drive offer specials

June:

Send in membership forms/report/money to ARA Director of Membership, if collected

Pat yourself on the back!! You've made a year!!

Great Job!

Congratulations on a very successful year!

Description of Membership Campaign

(To increase membership at local, state/provincial, and international levels)

ITEM III-R1

Council

Name _____

TARGET AUDIENCE:

OBJECTIVES:

PROCEDURES:

EXPECTED OUTCOME:

Please return this completed form postmarked by September 30 to:

Arkansas Reading Association
Billie Ann Dishongh
Membership Director
115 Bolivar Street
Hot Springs, AR 71913

WORKING WITH MEMBERSHIP

According to the membership department at the American Society of Association Executives, there are two reasons for a person to join: ***One*** is to be part of a group. In some cases this may actually satisfy a psychological need to belong, but generally the opportunity to meet with others involved in the same profession is the prevailing concern. ***The other reason*** is to have access to information and be kept up to date on trends and developments. For professional associations, education and accreditation are primary concerns.

Keeping these ideals in mind may help communicate the message of the association when creating membership kits or designing membership surveys.

CLASSIFY YOURSELF

Are you an active member, the kind that would be missed,
Or are you just contented that your name is on this list?
Do you attend meetings and mingle with the flock,
Or do you stay at home and criticize and knock.
Do you take an active part, to help the work along,
Or are you satisfied to be the one who just “belongs”?
Do you work on committees to see there is no trick,
Or leave the work to just a few and talk about the “clique”?
So come to meetings often and help with hand and heart,
Don’t be just a member, but take an active part.
Think it over colleague, you know right from wrong.
Are you an active member, or do you just belong?

-- Author Unknown

THE VALUE OF ONE MEMBER

Ten little members standing in a line,
One disliked the president and then there were nine.
Nine ambitious members offered to work late,
One forgot her promise, then there were eight.
Eight creative members had ideas good as heaven,
One lost enthusiasm, then there were seven.
Seven loyal members got into a fix,
They quarreled over programs, then there were six.
Six members remained with spirit and drive,
But one moved away, then there were five.
One became indifferent, then there were four.
Four cheerful members who never disagree,
'Til one complained of meetings, then there were three.
Three eager members – what do they do?
One got discouraged, then there were two.
Two lovely members (our rhyme is nearly done),
One joined a bridge club, then there was one.
One faithful member was feeling rather blue,
Met with a neighbor, then there were two.
Two earnest members each enrolled one more,
Doubled their number, then there were four.
Four determined members just could not wait
'Til each won another, then there were eight.
Eight excited members signed up sixteen more,
In another six verses, there will be
A thousand-twenty four!

MEMBERSHIP PROMOTION IDEAS

1. Have a membership booth at each council meeting. A tri-fold display board can be quickly set up and easily stored.
2. Sponsor membership drives to recruit new members and retain old members.
3. Select a membership theme for the year. Your state theme usually works well at the local level.
4. Send reminder notes or make phone calls to last year's members that haven't renewed. Remember that the personal touch works best!
5. Use Building Representatives at each campus to help with the membership campaign. Don't try to do everything yourself.
6. Don't forget school administrators. Encourage them to join and become active at the local, state and national levels. They are our specific target group for 2009-2010.
7. Give local and state memberships to your local legislators. This will insure that they receive the state publications and are kept informed of council activities.
8. Target parents and other community leaders for membership.
9. Give memberships as door prizes. This is especially helpful for obtaining new IRA members.
10. Offer prizes for members who recruit a given number of new members.
11. Invite public librarians and preschool teachers to become members.
12. Include private school educators, home schoolers and day care providers as potential members.
13. Work with local colleges and universities to recruit student members.
14. Make guests at meetings feel welcome. They are potential members.
15. At each council meeting introduce new members. They may wear a ribbon or etc. signifying new members.
16. Recognize members for special achievements. We like recognition.

- 17. Establish some traditions within the council such as an annual awards banquet or an administrator's night. Traditions build morale in an organization.**
- 18. Don't forget about retired teachers. Many wish to remain active in organizations.**
- 19. Invite new teachers to become members.**
- 20. Encourage all members to become actively involved with the activities of the council. Involvement means commitment.**
- 21. Develop an "Each One – Reach One" campaign. Each member tries to recruit a new member.**
- 22. Have a drawing for a special prize if the member renews by a specified date. This prize could be a free IRA membership or registration for the state conference.**
- 23. Sponsor a "two for one" sale. For a given time, two can join for the price of one.**
- 24. Recognize long-term members at a council meeting.**
- 25. Plan a membership celebration to honor building representatives and other members who were instrumental in helping the council meet its membership goals. This celebration should be included in the budget. An example would be "A Piece of Cake" celebration. (This membership drive was a "piece of cake".) You can serve cake and ice cream.**

BENEFITS OF IRA, ARA AND LOCAL READING COUNCIL MEMBERSHIP

- Prestige of professional affiliation
- Professional networking
- Professional growth opportunities through conferences and institutes
- Opportunities for leadership development
- Increased voice on promoting literacy
- Professional development opportunities
- Opportunities for scholarships and mini-grants
- Opportunities to receive professional publications
- An influential voice for speaking on literacy issues at local, state & national levels
- Special recognition through awards and programs
- An expanded circle of friends
- Renewed enthusiasm
- Community service opportunities
- Opportunities to interact with peers
- Opportunities to be involved in world literacy efforts
- **FUN! FUN! FUN!**

Reasons to Join a Local Council

To be with people with common interests and advocacy
To promote literacy
To share ideas
To stay informed on current trends and ideas in literacy
To attend the state conference
Increases professionalism
Good for resume
In-service credit
Access to professional library
Good source of ideas to use in classroom
Network with others even in own area
Inspiration
Support
Introduction to new books and professional literature
Network to other areas
To be a role model
Meet with teachers from other schools
New ideas
Help with reading instruction
Positive service within school
Meet with teachers within grade levels and local schools
Schools work with other schools
Professional growth
Love of reading
Promotes literacy
Literature to read
Reduced rates
Information
Fellowship
Awards/Recognition
Chance to serve
New ideas for teaching/books
Hear speakers
In-service hours
State conferences
Door prizes
Food
Fun
Renew enthusiasm in reading
Camaraderie
Honor people

TWENTY-FIVE WAYS TO SUCCESSFUL MEMBERSHIP DEVELOPMENT

The strength of any Reading Council is dependent on a sound and growing membership. Therefore, a goal of every council should be to maintain and increase membership.

REMEMBER: Communication leads to involvement, and recognition leads to continued involvement.

1. Establish a program of using “Building Reps” for each school and administrative center to assist in soliciting members and advertising council events.
2. Provide a training session for all Building Reps prior to the school year.
3. Send welcome letters and packets to all Building Reps. Include calendar of deadlines, information about activities, membership promotion ideas, and list of members from previous year.
4. Make weekly telephone calls to selected schools (Building Reps) to see how things are going and establish a strong link to the council.
5. Reward all Building Reps who achieve membership growth.
6. Offer contests for the greatest number and/or percentage of members and announce the winner at each Council Meeting.
7. Try to make membership a “prerequisite” of everything you do—for example, only members are eligible to receive awards, win door prizes, and so forth.
8. Send all communication to Building Reps in envelopes. Identify context—for example, “Next Council Meeting”, “Membership Information”, etc.
9. Use humor in your communication.
10. Target a special group for membership-administrators, parents, private schools, businesses, media specialist, teachers’ aides, etc.
11. Include membership information in everything you do.
12. Plan your campaign in stages. It often takes more than one appeal to get a new member.

13. Send a special welcome letter to new members.
14. Send membership certificates or cards. People don't often use them, but they like them and associate a value with them.
15. Use photos and testimonials in all your ads. Give members a chance to shine!
16. Always try to use the top right hand corner of printed materials—it's the best read part of the page.
17. Don't forget the personal "P.S." and Salutation on all printed materials.
18. Publish numbers and/or names of members from each school.
19. Have a "people" section in your newsletter. It's basic human nature: We love to see ourselves and our colleagues.
20. Build fun into your events. Have contests where members are Encouraged to meet other members.
21. Look for ways to link your council with other associations to Increase your reach.
22. Try oversized, unusual envelopes to get added attention. This may require additional postage.
23. Use variety of awards programs for competition among schools at meetings.
24. Provide ribbons or special name tags to identify schools at meetings. Send these to building Reps prior to meetings so they can encourage members to attend.
25. Provide certificates of recognition or appreciation to local members for special activities performed in classrooms related to reading. Be sure to include certificates of appreciation to Building Reps.

MEMBERSHIP DRIVE SLOGANS

It takes many hands to build a successful council. Will you give us a hand and join _____ Reading Council today? (This message is on a hand shape. The message is placed in teachers' mail boxes and etc.)

Come grow with us! _____ Reading Council! (This message is typed on a slip of paper and attached to a small packet of seeds.)

Join _____ Reading Council! NOW; not LATER!! (This message is on a card with a Now and Later candy taped to the card.)

Be a Life Saver! Join _____ Reading Council! (Use individually wrapped Life Savers.)

Don't GUM up the works! Join _____ Reading Council today! (Use gum as a treat.)

Plant the Seed to Read! (Use a flower pot filled with jelly "beans" on the membership table.)

You were "mint" to be a member of _____ Reading Council!!! (Use individually wrapped peppermint candies.)

We're "knocking on your door" to ask you to join _____ Reading Council. (This message is written on a door hanger that is placed on the teacher's room door.)

We need M & M's! We need more members! (attach miniature M&M pack)

We need SMORE members! We need MORE members. (attach SMORES candy or Ritz Bitz Smores crackers)

One for all and all for one! _____ Reading Council & IRA leading the way to literacy! (attach mini Three Musketeer's candy bar)

Treasures Await You When You Join _____ Reading Council! (attach a Nestle's Treasure candy)

WAYS TO INCREASE STUDENT MEMBERSHIP

I. **Contact university and adjunct literacy instructions in your state.**

Inform instructors of the values of the IRA.

Encourage use of IRA's professional development resources as part of their research assignments.

Ask instructors to offer extra credit, excuse students from assignments or tests if the student joins IRA.

Ask the instructor if you could present to the class the values of being an IRA member.

Personally deliver student membership forms.

Give the instructors a free IRA, state and local membership.

Invite them to a meeting or event, waive fees.

II. **Student Members**

Offer workshops strictly for student teachers.

Give discounts to workshops if IRA/ARA members.

Post reading council information on campus.

Offer a two for one membership deal.

Offer new teachers incentives – free IRA books, etc.

Looks great on a resume.

Great place to network with peers.

Website full of research www.reading.org

Apply for grants.

Invite student members with a personal invitation to rejoin the following year.

SUGGESTIONS FOR INCREASING MEMBERSHIP RENEWALS

- Seek input on renewal notices regarding why they are rejoining, local friend, conference, etc.
- Make renewal letter and envelope very appealing—cute stuff (bunny—‘Hop on down and join’).
- Send a special letter to members telling them they are missed and needed.
- Offer a prize to the school with greatest percentage of membership.
- Get publishers/sponsors to do something special.
- Offer an incentive for renewing before a certain date.
- Have two members send in their renewal together-renewal buddies.
- Send letter and application forms to each curriculum administrative personnel involved with reading.
- Work to increase student council members of joint councils if more than one university in an area.
- Put image brochures out at other professional organization functions
- Those who renew by a certain date are in a drawing for a class set of books.
- If you renew by conference, receive a bag lunch.
- Draw for a “free” renewal if renewed by an early-bird date (reimburse that renewal).
- Send information to county or district office of language arts coordinator to tell schools about benefits.
- Put reminder in newsletter.
- Offer “bounty” for recruiting members in multiples of 3 (cup, book, t-shirt, etc.).
- List new renewal members in newsletter
- Create handout—Why join? List benefits of membership.

SUGGESTIONS FOR ENLISTING NEW MEMBERS

- Offer reduced dues for first year for new members.
- Have “old” members sponsor new members and offer incentive to sponsor.
- Free membership for 1st year for beginning teachers.
- Recruit through the building reps.
- Offer free membership as door prizes at meetings (local).
- Have local council members and building reps provide information on benefits. Discuss journal articles, etc.
- Offer workshop on grant writing and other pertinent issues; open to all educators.
- Begin a network to share ideas.
- Send personal written notes inviting teachers new to school or district to join local councils.
- Provide small token—bookmark—to teachers at beginning of year.
- Offer “teacher stuff” from local supply stores as door prizes.
- Place new members in a “hat” for a gift certificate.
- Introduce them at meetings. List names of new members in local council newsletter.
- Personal contact by local council members.
- Highlight memberships accomplishments (i.e., publications, promotion, presentations, etc.).
- Circulate copies of local newsletters and information beyond membership, including coops to distribute to all schools.

ARKANSAS READING ASSOCIATION
an affiliate of
INTERNATIONAL READING
ASSOCIATION

MEMBERSHIP AWARDS FOR LOCAL
COUNCILS

Three local councils will be recognized for their efforts to increase membership at the state and local council level. The top *three* councils with the greatest percentage increase in membership will be awarded a certificate and a monetary award as follows:

First place, \$300.00; Second place, \$200.00; and
Third place, \$100.00

The membership report prepared by the Director of Membership, Arkansas Reading Association, and *mailed to IRA by March 1st* will be used to determine the final membership standings for each local council. A council **MUST** be in good standing with IRA meaning that all officers are current members of a local council, ARA and IRA and the council must have at least 10 IRA members.

The award will be presented at the Summer Leadership Workshop.

OUTSTANDING ACHIEVEMENT IN IRA MEMBERSHIP AWARD

The OUTSTANDING ACHIEVEMENT IN IRA MEMBERSHIP AWARD recognizes the local council with the greatest percentage of IRA members. The award includes a **certificate of recognition and \$100.00**.

The membership report prepared by the Director of Membership, Arkansas Reading Association, and ***mailed to IRA by March 1st*** will be used to determine the final membership standings for each local council. A council **MUST** be in good standing with IRA meaning that all officers are current local council, ARA and IRA members and the council must have at least 10 IRA members.

The award will be presented at the Summer Leadership Workshop.

DIRECTIONS FOR USING REPORTING FORMS

1. The Local Council Membership Report Form is sent in at the end of each month until the membership campaign for the year has been completed, ***if you have any memberships to report***. The number of reported members and the amount of money must balance. This summary sheet is included with the membership forms of new members for the month being reported.
2. The triplicate Membership Form is used to report names, addresses, and other information about local members. If a computer printout is used, this form is not necessary. Since this information is used for corresponding with state members and for various reports, please make sure that all information is complete and accurate, especially a complete mailing address. **Please, please, please put these forms in alphabetical order.**
3. The Target Membership Form is used to report the names and addresses of the target group for the year. A different target group is selected each year. The new target group for the upcoming council year is announced at the Summer Leadership Workshop each summer. **THIS FORM IS DUE BY MARCH 1.**

IF YOU HAVE ANY QUESTIONS ABOUT ANY OF THESE REPORTS, PLEASE CONTACT ME. MY TELEPHONE NUMBER IS 501-525-4208 AND MY EMAIL ADDRESS IS BillieAnn@arareading.org .

PLEASE MAIL ALL REPORTS TO:

BILLIE ANN DISHONGH
115 BOLIVAR STREET
HOT SPRINGS, ARKANSAS 71913

ARKANSAS READING ASSOCIATION LOCAL COUNCIL MEMBERSHIP REPORT

Membership reports are due *if* you are reporting any new membership. Reports include the new members since your last report. Please be sure that all reports contain all of the information needed. A check for the memberships must be sent with each report.

COUNCIL NAME: _____ COUNCIL #: _____

MEMBERSHIP DIRECTOR: _____ PHONE #: _____

DATE: _____

NEW #Regular _____ @ \$10.00 = _____

RENEW #Regular _____ @ \$10.00 = _____

TOTAL #Regular _____ @ \$10.00 = _____

#Regular _____ NO DUES (if student
joins IRA)

GRAND TOTAL _____

IRA MEMBERS THIS REPORT: _____

TOTAL COUNCIL MEMBERSHIP TO DATE: _____

TOTAL IRA MEMBERSHIP TO DATE: _____

REMEMBER:

Please include this report with the white membership forms. Your number of memberships and check amounts must balance. Please put the forms in ABC order.

Local Council Profile Form (Optional)

Local Council _____

Local Membership Director _____

Total Number of Local Members _____

Composition

GROUP	NUMBER	PERCENT
Elementary Classroom Teachers	_____	_____
Secondary Classroom Teachers	_____	_____
Media Specialists	_____	_____
Special Reading Teachers	_____	_____
Administrators	_____	_____
Central Office Personnel	_____	_____
University Personnel	_____	_____
Literacy Specialists	_____	_____
College Students	_____	_____
Parents	_____	_____
Other (identify)	_____	_____
TOTAL	_____	_____

**Not Required
(Optional)**

Listed below are answers to some of the most commonly asked questions received at headquarters concerning the Honor Council guidelines.

- The Honor Council year runs from April 1 to March 31 in order to prepare information for the convention.
- Any council that wishes to participate in the Honor Council Program must be in good standing by October 15. Good standing means all elected officers are IRA members and ten council members (officers included) are IRA members.
- Any new member who joined the International Reading Association after April 1, 2011, can be identified by a membership number greater than **1060465**. This information will assist you in determining which local council members are new members of IRA.
- For information on ordering a list of IRA members in the area served by a council, send an e-mail to councils@reading.org.

Status sheets, which indicate the items already completed, will be sent twice to guide you towards completing the Honor Council Program. The status sheets will be e-mailed to the local council president and the honor council chair, if applicable, and if current e-mail addresses have been provided. Updates are also sent to the state/provincial coordinators and honor council chairs. A third status sheet will be mailed at the conclusion of the program. Councils achieving Honor Council status will receive verification prior to the annual IRA convention and an invitation to the annual Council Awards Celebration.

PLEASE NOTE: Materials postmarked after the March 1, 2012, final deadline will not be accepted. All materials must be received no later than March 10, regardless of postmark. You may submit items at any time during the year until the deadline.

The Division of Council and Affiliate Services wishes you all the best in attaining Honor Council status for 2011-2012.

ARA/IRA Student Membership Information

The Arkansas Reading Association (ARA) is an organization whose members promote reading and literacy for people of all ages. The ARA state organization is an affiliate of the International Reading Association (IRA) and has a membership of almost 1500 educators.

Membership in ARA provides valuable literacy opportunities which include community involvement through a local council; attendance at an outstanding annual conference featuring nationally recognized presenters and workshops; scholarships and grants; professional publications; recognition of individuals through annual literacy awards; and the invaluable opportunity to network with people from your community and the state.

On our campuses lie the obligations to develop professionalism in our teacher candidates. As someone who advises and teaches pre-service teachers at your institution, I am asking you to share with your contacts the values of membership in this professional organization. The following are some ways we might encourage students to join:

- ◆ - Use the IRA professional development resources for research assignments.
- ◆ - Offer extra credit or excuse students from assignments or tests with membership.
- ◆ - Require membership as a part of literacy course requirements.
 - Personally deliver membership forms.
 - Invite students to a meeting or event.
- ◆ - Waive local dues when students join IRA (ARA waives dues for full-time pre-service student IRA members).
- ◆ - Encourage students to attend the ARA Conference in which there is a special event for students
- ◆ <http://www.arareading.org/Currency%20Conference.htm>

IRA offers discounted rates for up to five years to students enrolled in an undergraduate or graduate program. ARA offers free membership to any pre-service student enrolled in 12 or more hours and is a member of IRA.

- ◆ - Please go to <http://www.reading.org/downloads/membership/student-SACF-080626.pdf> for student membership information. You may also join online at www.reading.org <<http://www.reading.org>>.
- ◆ - Make sure your student members fill out the appropriate membership information for ARA (<http://www.arareading.org/Membership%20Form.pdf> <http://www.arareading.org/ARA%20membership%20form%207-7-08.pdf>)
- ◆ or at www.arareading.org and your local council since those memberships are free.

If you have questions or need further information, please email Mary Mosley at:
marym@uca.edu

Honor Council Program

Increase in Local Council Membership
(verification)

Council Name _____

State/Country _____

Council's membership as of April 1, 2011 _____

Council's membership as of March 1, 2012 _____

Council's IRA membership as of April 1, 2011 _____

Council's IRA membership as of March 1, 2012 _____

This information will be necessary for Honor Council Award requirement:

Part I – Service to Council Membership

A Increase Council Membership (verify by state DMD)

Part III – Partnership with State Council and IRA

D New IRA members

**Membership requirement waived if Honor Council award earned for previous 3 years*

ROSES ARE RED.
VIOLETS ARE BLUE.
THIS MEMBERSHIP CAMPAIGN
WOULDN'T WORK WITHOUT YOU!!!!

DAFFODILS ARE YELLOW.
PHOIXES ARE PINK.
WITHOUT YOU TO HELP US,
OUR MEMBERSHIP WOULD SINK!!!!!!

WE SINCERELY THANK YOU FOR YOUR MANY HOURS
OF HARD WORK. WITHOUT YOUR HELP, OUR WHOLE
ORGANIZATION WOULD SUFFER.

Ways to Show Appreciation Thank You Messages

1. Plant- Thanks for helping the reading association grow. We appreciate all you do!!
2. Notepad- To a noteworthy (teacher, member, officer).
3. Lifesavers – You're a real "Lifesaver" Thanks for all you do, or thanks for being a great (teacher, member, officer).
4. Extra gum- You always go the "extra mile". We appreciate all you do as a (teacher, member, officer).
5. Ruler- No one measures up to you as a (teacher, member, officer).
6. Mints- You were "Mint" to be a member. Thanks for all you do.
7. Pears- You and ARA make a perfect "pear".
8. Bag of seeds- The seeds you plant will last a lifetime.
9. Pencils or pens- You have all the "write" stuff to be a good (teacher, member, officer).
10. Flowers- If members were flowers, I'd pick you. Thanks for all you do.
11. Almond Joy- It's no secret working with you is a real joy!
12. Animal Cookies- Sometimes it can be a real zoo around here! Thanks for the extra effort.
13. Cracker Jacks- You did a crackerjack job on that committee!
14. Crunch Bar- Thanks for your help. You always come through in a crunch!
15. Twix Bar- Through "twix" and "tween", you've always been there. Thanks!