



Handbook
for the
Local Reading Council
Director of Membership
2017-2018

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July 21, 2017

To: Local Council Directors of Membership

FR: Krista Underwood, ARA Director of Membership

RE: Director of Membership Responsibilities

THANK YOU SO MUCH for agreeing to serve as Director of Membership (DOM) for your local reading council! You are such an important part of the team (the most important, I think!) and I hope you will consider the group of local council DOMs as part of a great, collaborative team. Our job is to plan a membership drive that will attract and retain members in the local councils, ARA, and ILA (International Literacy Association).

The purpose of this booklet is to begin the process of developing a membership drive, to delineate the duties of the Director of Membership, to offer guidance for how to develop your membership plan and to make suggestions for growing your membership.

The front section of this booklet contains most of the **general information regarding the responsibilities** of the local council DOM. These provide the nuts and bolts of the job.

The second section of this document contains **ideas from successful campaigns** that have been implemented from local councils across the state and the nation. Hopefully, as you read the enclosed ideas, you will see some that will be of interest to you and useful to your local council. I would love to add your ideas and samples of flyers, posters, poems, image brochures, etc. to this booklet...as much to motivate as to inform you!

Currently, ARA is an affiliate in good standing with ILA, and we would love to sustain that status. It takes all of us – you, your local Board, me, the ARA Board -- working together. My goal is to help you do your job better! Please let me know if there is anything the ARA Board or I can do to assist you or your Board in your recruitment and retention efforts.

Lastly, please be reminded that **all local council officers must be ILA members** to be considered a council in good standing and to qualify for all ARA and ALA programs and awards. As DOM, your membership should be in good standing and you should be the watchdog for ensuring your council officers' memberships remains in good standing!

If you have any questions or comments about ARA or ILA membership, please feel free to contact me. Thank you in advance for agreeing to be a part of this team!!

2016-17 MEMBERSHIP GOALS

Retain present members.

- ✓ Encourage ILA members to join state and local councils.
- ✓ Increase ILA, state, local, and student memberships by 3%
- ✓ **Target educators: *Each one reach one!***

THE ROLE OF THE LOCAL COUNCIL DIRECTOR OF MEMBERSHIP

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 Literacy Association.

The local council Director of Membership serves on the local reading council 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.

- | | <u>Completed</u> ✓ |
|--|--------------------|
| • Renew your membership in the International Reading Association, your state and local council. | _____ |
| • Attend your state leadership workshop. | _____ |
| • Review the <i>Membership Handbook</i> for promotional strategies and resources. | _____ |
| • Maintain an accurate record of members, including their addresses and telephone numbers, email addresses and other pertinent information. | _____ |
| • Remind members go online and make changes to their personal information. | _____ |
| • Determine the amount budgeted for your committee in conjunction with your council president and treasurer. | _____ |
| • Serve on the state membership committee and assist in planning and executing a yearly membership campaign designed to recruit new members and to encourage current members to renew their memberships. | _____ |
| • Design and produce a council flyer and other promotional materials. | _____ |
| • Prepare a membership promotion display for each council meeting. | _____ |
| • Send membership forms and dues to the Director of Membership according to the established procedures. | _____ |
| • Send local council International Literacy Association dues to IRA in a timely manner.
Note: Please do not send these to the Director of Membership. | _____ |

GENERAL INFORMATION

MEMBERSHIP DUES

Regular Membership. *As of July 1, 2011, ARA membership dues are \$10.00 per year for ARA membership. Local council dues vary from council to council and are paid in combination with ARA dues. *Membership checks should be made payable to **Arkansas Reading Association (ARA)**.

Checks that are sent to the ARA Director of Membership should be made for **\$10 per regular member. The local council keeps the local council dues.**

For individuals who join at the state level, their checks will serve as their receipts. It is the prerogative of the local councils to issue receipts to members who join at the local level.

Student Membership. A student who joins ILA automatically becomes a member of ARA and the local council is encouraged to waive local dues also. The student must provide proof of membership in ILA.

ILA Membership. Membership in ARA does not automatically make you a member of ILA. *ILA requires a separate membership form and fee.*

MEMBERSHIP NEW/RENEWAL PROCESS

ARA Renewal Notices. Renewal notices are sent automatically by the ARA membership. The membership year runs from the date they join. Members are sent five (5) reminders—three reminder sent prior to renewal date, one on the date of renewal and one after membership has lapsed.

ARA Membership Forms

Online membership. Members are strongly encouraged to join online. They are also encouraged to update their information in our membership database which can be found at www.arareading.org. Members can join or renew online using Paypal and a credit card or bank account.

Paper Membership Forms. When completing a paper membership forms, members are encouraged to fill out the form completely, **especially a complete mailing address with zip code**, adding ILA# if applicable.

ILA Membership Forms. ILA membership forms may be obtained at the following website: <http://www.literacyworldwide.org/docs/default-source/resource-documents/ila-membership-brochure.pdf>

MEMBERSHIP LISTS

List of Current Members. You may request a list of your local council members at any time. The membership database will be updated monthly or as needed.

List of ILA Members. ILA has become more conscious of privacy issues, and ARA can no longer access ILA's database to obtain a list of **ILA members in Arkansas**. To obtain a list, the DOM will need to contact ILA and request a list. Please be aware that once you make a request, this may take a little more time than it has in the past.

MEMBERSHIP REPORTING FORMS

The **Local Council Membership Report Form** (p. 10) is submitted at the end of each month until the membership campaign for the year has been completed, **if there are any memberships to report.**

Membership Forms or an excel file of the new members along with a check for the memberships must be submitted with the Report Form. The number of reported members and the amount of money must balance.

Information on the forms or the excel file will be used for corresponding with the members, so please make sure that all the contact information is complete and accurate, especially a complete mailing address. **Please, please, please put these forms in alphabetical order.**

The **Target Membership Form** (p. 11) 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 Council Leadership Institute each summer. **This form is due by March 1.**

If you have any questions about any of these reports, please contact me. My cell number is 501-940-1172, and my email address is krista@arareading.org.

MEMBERSHIP AWARDS FOR LOCAL COUNCILS

Outstanding Achievement in ARA and ILA Membership

There are three *Outstanding Achievement in ARA Membership Awards* presented to local councils who have achieved the greatest increase in 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, \$100.00; Second place, \$75.00; Third place, \$50.00

The *Outstanding Achievement in ILA Membership Award* recognizes the local council with the greatest percentage of growth in ILA members. The award includes a certificate of recognition and \$100.00.

A roster of active members for each local council will be downloaded from both the ARA and ILA membership database on or around June 30th. The number of active members will be compared to the number of active members from the year before and a percentage of increase will be calculated. **A council MUST be in good standing meaning that all officers are current members of a local council, ARA and ILA, and the council must have at least 10 ILA members. Council leaders will be sent one reminder of the award criteria in April. Once the data is pulled from the membership database, no additional reminders will be sent.** Council representation at CLI is required to receive the award.

MEMBERSHIP PROGRAM IDEAS AND SUGGESTIONS

The following pages provide ideas and suggestions for developing a comprehensive retention and recruitment membership plan.

ARA 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:** ARA members receive discounted registration fees and conference information mailed directly to them. The conference features many presenters, workshops, special events, exhibits, meal functions and nationally renowned authors and illustrators.
- **Scholarships/Grants:** Each year thousands of dollars are granted to ARA members through the Jo Flanigan Scholarship, School-based Literacy 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 across Arkansas who are interested in promoting the improvement of literacy across the state and the nation.

AMBASSADORS—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 ambassadors. The model is not complicated, and it is effective. The Ambassador program is a strategy for recruiting "ambassadors" from school districts and cooperatives to assist in implementing the membership program.

STEP ONE For each building served by the council, select a key teacher or administrator to serve as ambassador. This individual must agree to attend council meetings.

STEP TWO Ambassadors should be identified during April or May of the preceding council year.

STEP THREE For each ambassador, prepare a packet of materials—schedule of council meetings, council membership applications, ILA membership blanks, copies of journals, etc. If your council publishes a council directory (names and addresses of officers, committees, dates of meetings, and members), make certain each ambassador 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 or reading faculty member for the ambassadors. Their importance and value to the council will be enhanced.
- Review with the ambassadors their job description and the council plans for the year. If possible, present each ambassador 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 (ILA). Review for them the benefits of membership.

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

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

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

Ambassador—A Job Description

- Be a member of the local council and ARA.
- Attend the orientation meeting at the beginning of the school year to become acquainted with the goals of both the council and ILA. Encourage your media specialist to subscribe to state and ILA publications.
- 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.
- Maintain a bulletin board of local, state and international activities.

ARKANSAS READING ASSOCIATION

MEMBERSHIP PROMOTION IDEAS

- Develop a Facebook page for your council and allow teachers to network and share ideas.
- Have a membership booth at each council meeting. A tri-fold display board can be quickly set up and easily stored.
- Select a membership theme for the year. The state theme usually works well at the local level.
- 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.
- Give memberships as door prizes or offer prizes for members who recruit a given number of new members.
- Invite public librarians, preschool teachers, administrators, parents, private school educators, home schoolers to become members. Work with local colleges and universities to recruit student members.
- At each council meeting introduce new members. They may wear a ribbon or etc. signifying new members. Recognize members for special achievements.
- Establish some traditions within the council such as an annual awards banquet or an administrator's night. Recognize long-term members at a council meeting.
- Develop an "Each One – Reach One" campaign. Each member tries to recruit a new member.
- Sponsor a "two for one" sale. For a given time, two can join for the price of one.
- Offer reduced dues or free memberships for first year for new members.
- Have "old" members sponsor new members and offer incentive to sponsor.
- 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.
- Use humor in your communication.
- Send a special welcome letter to new members
- Send membership certificates or cards. People don't often use them, but they like them and associate a value with them.
- Publish names of members from each school. Use photos or testimonials in all your ads. Give members a chance to shine!
- Build fun into your events.
- Look for ways to link your council with other associations to increase your reach.
- Use variety of awards programs for competition among schools at meetings.

Local Council Membership Campaign Form ARA/ILA Honor Council Program



Date due to ARA: September 30

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:

Krista Underwood, Director of Membership,
16 Moreno Way, Hot Springs Village, AR 71909



ARKANSAS READING ASSOCIATION

LOCALCOUNCIL MEMBERSHIP REPORT

Membership reports should include any members who have joined or renewed using paper forms submitted with checks. Each report should include only those who had joined/renewed since the last report. Please be sure that all reports contain all the information needed. A check for the memberships must be sent with each report.

COUNCIL NAME: _____ Date: _____

Membership Director: _____

NEW #Regular _____ @ \$10.00 = _____

RENEW #Regular _____ @ \$10.00 = _____

TOTAL #Regular _____ @ \$10.00 = _____

#Student Memberships _____

NO DUES (if student joins ILA—must be undergraduate or not currently working)

GRAND TOTAL _____

ILA MEMBERS THIS REPORT: _____

REMEMBER:

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

Please return this completed form to:

Krista Underwood, 16 Moreno Way, Hot Springs Village, AR 71909



ARKANSAS READING ASSOCIATION

TARGET MEMBERSHIP

Deadline: March 1, 2018

The Arkansas Reading Association has targeted **“Each One Reach One”** for its membership drive this year. Each local council member is asked to make a special effort to invite one new member. There is no minimum number of recruits to satisfy this requirement but the form must be submitted by the deadline.

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 _____

Send by MARCH 1, 2018, to ARA Membership Director, Krista Underwood, 16 Moreno Way, Hot Springs Village, AR 71909 or email to Krista@arareading.org

The Value of One

**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!

