

**GROWING
YOUR
NAMI
CHAPTER**



PHILOSOPHY

❑ ***RECOGNITION***

Welcome new people and recognize them for their contributions.

❑ ***RESPECT***

People need their values, culture, ideas, and time to be respected and considered in the organization's activities.

❑ ***ROLE***

Give people a meaningful role in the organization that makes them feel valuable and in which they can make a contribution.

❑ ***RELATIONSHIPS***

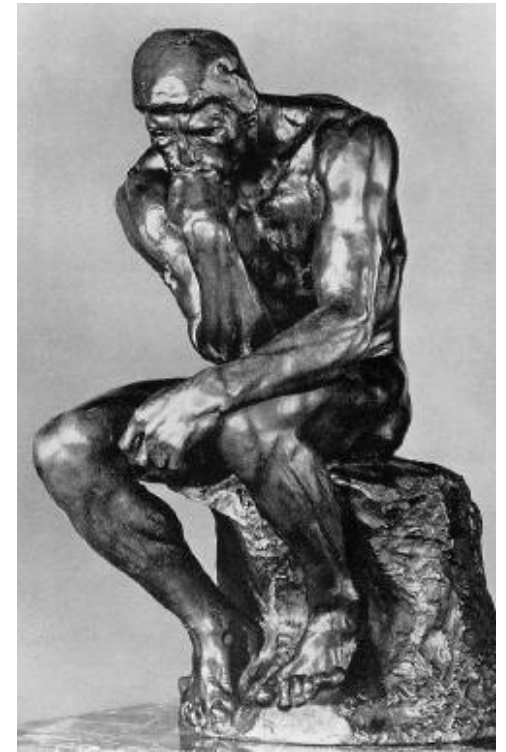
Give people the opportunity to establish and build networks personally and professionally for greater influence and enjoyment.

❑ ***REWARD***

People expect the rewards of participating in a collaborative partnership to outweigh the costs and to benefit from the relationships established.

❑ ***RESULTS***

People respond to visible results that are clearly linked to outcomes that are important to them and that they can clearly connect to their participation in the organization.



PUBLIC RELATIONS

**Create
Some
Buzz!!!!**

LIST SERVE

Establish a List Serve of members, friends, and organizations. Send out regular emails to get people involved: advocacy alerts, program and meeting announcements/reminders, donations, volunteer opportunities, and more.

WEB SITE

Create a basic website so that people— especially young people—can find you.

NEWSLETTER

Mail out or email a newsletter at least twice a year.

PRESS RELEASES, PUBLIC SERVICE ANNOUNCEMENTS, AND THE MEDIA

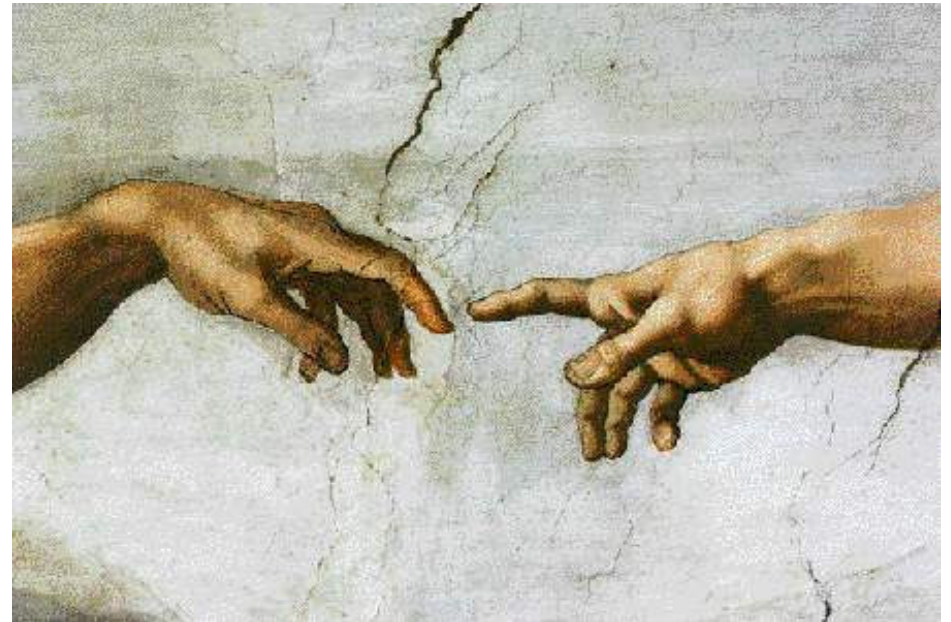
Send out press releases and psas on a regular basis. Have members send letters to the editor on advocacy issues. Cultivate relationships with the media and suggest stories.

FLYERS

Distribute flyers to organizations, clinics, and other places where people who might be interested in your programs and services are likely to be.



MEMBERSHIP



❑ ***EXPAND MEMBERSHIP BASE EVERY YEAR***

Have each board member bring in ten new names. Use recruitment lists from programs. Determine who you need to reach out to in order to broaden your membership base.

❑ ***KEEP ACCURATE RECORDS***

Create a data base of your members and friends and keep it updated.

❑ ***PERSONALIZE MEMBERSHIP APPEALS***

Hand address envelopes. Write personal notes.

❑ ***FOLLOW-UP WITH OLD AND POTENTIAL MEMBERS***

If individuals don't renew or join in your first membership appeal, follow-up with another personalized mailing or phone call.

❑ ***ACKNOWLEDGE MEMBERS (THE SIX R'S)***

Recognize, respect, and reward your members. Give them meaningful roles, help them develop relationships, and show them results.

PROGRAMS & SERVICES



❑ ***DIVERSIFY TOPICS***

Offer education, advocacy, and support. Look at a broad range of topics within each of these areas.

❑ ***REACH OUT TO A BROADER AUDIENCE***

Hold programs for consumers, family members, parents, community members, and more.

❑ ***OFFER FRIEND RAISING ACTIVITIES***

Have parties, dinners, picnics, potlucks, and other friend and family oriented activities.

❑ ***COLLABORATE***

Co-sponsor events and programs. Work with other agencies with similar missions and goals.

❑ ***IDENTIFY AND RESPOND TO POTENTIAL MEMBERS***

Keep records of all those who attend your programs and events. Respond to inquiries from individuals in a timely manner.