

**Genealogical & Historical Council of Sacramento Valley  
Discussion Session Notes – May 12, 2007**

## **How to Increase Society Membership**

- ❖ Membership drive
  - Offer ½ price membership to anyone who brings in a new member
  - Offer lower rate for special events to new members
- ❖ Network/outreach
  - With related-interest groups, e.g. computer groups, historical societies
  - With business cards. Provide to all society “ambassadors.”
  - Send invitations to rejoin to past members
- ❖ Have greeter meet visitors and hand out membership applications at meetings
- ❖ Advertise meetings, events, library
  - Newspapers
  - Brochures/flyers at library, Chamber of Commerce, Bed & Breakfasts
  - Membership application on society’s website
  - Use catchy publicity phrases and program titles
- ❖ Offer member benefits
  - Newsletter
  - Programs, speakers, education
  - Library
  - Usable info on website, such as research tips, info on library resources, links to other websites
  - Provide help/mentoring to members prior to meetings or by appointment