

AGM Networking Luncheon  
Friday, June 17, 2005  
Effective Member Relations: Getting and Keeping Good Members

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- Welcome gift, card
- Take to first meeting
- First interview, second interview
- Outreach to seniors
- As members get used to each other, but it ebbs after a year or so
- What kinds of things to get and keep members involved?
  - Participation policy
  - Rotating chair
  - Communication problems – co-op, management
  - Members – no motivation, inspiration
  - Social functions – draw for a prize
  - We can demand members volunteer
  - Members have to feel part of community and need to feel valued
  - Understanding and information - those not taking part are sent to an education session
- Education and communication
  - Sense of belonging – equal respect
  - Adopt a mission and value statement
  - Shared vision by members
  - Make it fun
  - Never will be 100% participation
- Character Community - Living up to the Golden Rule - [www.charactercommunity.ca](http://www.charactercommunity.ca)
- Being visible and appear interested in task
- Being pleasant and friendly
- Acknowledge and appreciate the people who do participate no matter how much they do
- Separation of board members from members not a good idea
- General members are also eligible for workshops too
- Have a line in budget for education purposes
- Share information learned from AGM, workshops
- Start new members of on committees
- Learning experience moving into co-ops
- Helps make you a better person
- Recognize people who are contributing without being in the spotlight

Member Relations program

- Everyone should be involved
- Should start with the board of directors
- It was felt that in larger co-ops, staff could be examples to members
- Board shows leadership for members to follow

In conclusion:

- Creating good community through :
  - Happy membership
  - Open communication
  - Acknowledgement
  - Respect
  - Equality, fairness

There is no set way; each co-op has to find their own way, what works best for them.