



COMMUNICATING WITH MEMBERS

Tactics for communicating with members fall into three categories:

1. Direct contact with members (most targeted and impactful)
2. Small group contact
3. Mass communications (least targeted and impactful)

How you plan to communicate with member matters, especially for the success of recruiting volunteers to help your candidate. Mass communications, while easy to reach many people, may not do the trick if you need members to attend an event or sign a petition. Instead, layering your approach is a smarter way. For example, a building visit to educate members on an issue and learn about their priorities can be followed with conversations during building rep meetings about key events and texting to make sure those interested turn out.

Direct contact with members

- One on one conversations
- Building visits (to educate on issues)
- Phone calls
- Canvassing member doors
- Home visits
- Direct texting with interaction (such as Hustle)

Small group contact

- Building rep meetings
- Board meetings
- Association events

Mass communications

- Blast emails
- Blast texting (such as Remind)
- Social Media – Face Book posts, twitter, etc.; paid or unpaid
- Newsletters
- Mailers/postcards/letters
- Robocalls

Tactic	Pros	Cons
Direct Communication One on one	More personal Inexpensive Most effective Can get an immediate response Builds capacity for the association	Requires more volunteers Time-consuming Can be intimidating to volunteers Difficult to monitor
Direct Communication Groups	More personal Inexpensive Effective Can get an immediate response Builds capacity for the association Requires fewer volunteers Less time-consuming	Less personal Can be intimidating to volunteers Requires members to come to you
Telephone	Uses personal contact Requires fewer volunteers Takes less time More easily measured Can get an immediate response Can be centralized to one location	Less personal Requires accurate phone numbers Must have access to a bank of phones or computers Reaching some members may be difficult Fewer people answering phones Prevalence of caller ID may make it more likely callers only reach voice mail Requires more resources
Direct Mail/Print	Requires few volunteers Can contact large number of members	Can be expensive Impersonal Easily ignored/ no guarantee of response
E- mail/ Texting/ Electronic	More effective than direct mail, with younger members Inexpensive Requires little time or resources Can be done immediately Some tools allow for easy back and forth	Can be easily ignored Need members' personal contact info Generally, cannot be done on school e-mail Some people are wary of spam and may delete any message from a sender they don't know No guarantee of a response Impersonal