



Member Analysis Worksheet

Recruitment and Group Growth

This worksheet will take you through a step-by-step process of uplifting leadership within current active members, reengaging inactive members and recruiting new members. For more assistance please reach out to your local organizer or email us at Supportteam@indivisible.org

Re-engaging and escalating existing members:

Step One: Determine your need and establish your goal

- What do you need support for (leadership for your group, staffing for an event, specific administrative tasks, etc)?
- When do you need this support (is this an ongoing commitment or a one-time event)?
- How many people do you need to fulfill this need?
- Does this support require a specific skill set? If so, what? Do any members of your group immediately come to mind as possessing these skills?

Step Two: Analyze your current membership and make a list

- How many active members do you currently have?
- List the people who were active participants in your past three events:

Step Three: Reach out to low hanging fruit

- Have a maintenance or escalation [1:1 conversation](#).
- Make a [hard ask](#) of them to participate in an upcoming event.
- Host an engagement event to encourage folks to re-engage using [Indivisible funds](#) available for your group.



Recruiting new members:

Step One: Determine your need and establish your goal

- What do you need support for (leadership for your group, staffing for an event, specific administrative tasks, etc)?
- When do you need this support (is this an ongoing commitment or a one-time event)?
- How many people do you need to fulfill this need?
- Does this support require a specific skill set? If so, what?

Step Two: Building your recruitment team

- Are there current members you could engage to assist in your recruitment efforts?
- Do you need to train them on how to have 1:1s? Could they assist in leading a recruitment event such as an ice cream social?

Step Three: Meet people and follow up with them!

- Get involved with the local community, attend events such as farmers markets and other community events to get the word out about Indivisible. Gather contact information
- Email and call those new contacts, post on social media about upcoming public events and group meetings