



## **Member Analysis Worksheet Recruitment and Group Growth**

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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](mailto: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 [Indivisigather 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