



## Signing up New Members Best Practices

- 1) Obtain a non-member list for your school from your Uniserv Director with contact information, such as personal email addresses and cell phone numbers.
- 2) Send a personalized email or text message to the non-member introducing yourself to set up a date/time to connect.
- 3) Have a one-on-one conversation with the non-member.
- 4) Do introduce yourself and ask open-ended questions to get to know the person. Here are some examples of open-ended questions:
  - a. What is your grade level/content area?
  - b. Are you new to the profession, or do you have experience at another school district?
  - c. How is remote learning going so far?
  - d. What are you most excited about this year?
  - e. What are your primary concerns this year?
- 5) Before asking the non-member to join, reiterate that joining a strong union with 95% membership makes us stronger to solve common issues.
- 6) Apply the affirm, answer, redirect method
  - a. Affirm: Let them know you're listening, you understand, and their feelings are valid.
  - b. Answer: Give a truthful, concise answer to the question. If you don't know the answer, don't guess. Tell them you'll find out and get back to them. Make sure you follow through to maintain trust.
  - c. Re-direct: Remind your colleague that joining a strong union can collectively give us the power to get what we need for our students and our profession.
- 7) Ask the member to join and send the membership link:
  - a. Membership link:  
<https://marylandeducators.wufoo.com/forms/wl1msv0d0wvcdrd/>
  - b. Member information: [bit.ly/MCEANEO20](https://bit.ly/MCEANEO20).
- 8) If they don't agree to join after the first ask, ask what is holding them back?
- 9) Always set up a follow-up day and time to see if they joined.
- 10) As always, reach out to your Uniserv Director for more guidance on signing up non-members.