

- You can also work to partner with other agencies to put on events that would allow their employees or supporters to attend as well and may link you to an untapped resource for members.
- When hosting your events, you can offer discounted rates of participation to members and always have membership brochures/forms available so people can sign up when registering to save money if they want to attend! (Think about it this way, if a member pays a rate just \$5.00 cheaper, then by signing up for an open door membership, they are already saving more money in just one event and now they get even more perks as a member)
- Work with local agencies to host a mental health summit in your community and be prepared to talk about and explain the importance of NAMI's role in the community to all who attend. Let people know what more members can translate into for the work being done and reach you can have in the community at large

Media

- Send newsletters to businesses or agencies in the area and tell them that for just \$3 (or \$35) a year, they could get these and other resources from NAMI that they can offer to consumers and family members in waiting areas, etc. - \$3 (or even \$35) is nothing to a most agencies and companies and this would be a great way for them to have the resources in their area available to clients as they come in
- Contact local media organizations and see about getting regular updates about your affiliate and the work you are doing on the radio station, television or in the paper

Community Resources

- Work with a local grocery store to see if they would be willing to stuff grocery bags with a handout or brochure from your affiliate for a period of time to get the word out to your community
- Head to the local farmer's markets and have a table available for people to come and stop you to learn more about you and ways in which they can get involved
- Put up information in all of the brochure racks at community agencies or main local hubs
- Hand out brochures to local libraries and discuss the opportunity to have resources racks available to those who come in
- Utilize local drop in centers, whether you are running them or can partner with those who do. Share information there on ways in which people can be a part of something where their voice will be heard and matters. If no drop-in center exists, start the wheels turning on how to begin to develop one.

The overall BEST way to generate members, however, is through one on one connection, no matter where or what the cause. When you can connect with someone on a deeper level and share something that personal drives and motivates you, it can inspire others to want to achieve the same thing and work to find that same sense of belonging or opportunity to create it for others. With every person you interact with, find a way to bring it into the conversation. Continue to push through and share it with as many people as possible - who we are, what we do, and why you, yourself, found it important to be a part of NAMI.