



Seven Ways to Get More From Your Membership

Program Description

Inspired by T.J. Sullivan's book *Motivating the Middle*, this session will prepare chapter leaders with a new and positive approach to spending their time, energy and leadership talents. By focusing on and engaging the largest part of your membership – the middle third – you can truly improve member engagement and enthusiasm.

Learning Objectives

- Define the rule of thirds.
- List characteristics of each third.
- Reflect on personal middle third membership.
- Identify middle third members.
- Develop strategies to engage middle third members.



Characteristics

1=top third 2=middle third 3=bottom third

- Doesn't want to be told what to do
- Has many outside interests
- Avoids drama
- Gives directions
- Takes on leadership positions
- Wants their time to be honored
- Has ideas, but doesn't want to be in charge
- Does their part
- Ignores directions
- Does more than their fair share
- Moves Gamma Phi Beta forward
- Is apathetic
- Is the face of Gamma Phi Beta
- Follows directions
- Needs to be asked
- Spends their time thinking about the bottom third
- Joined Gamma Phi Beta to be social
- Meets membership expectations
- Volunteers
- Doesn't show up



Which third do you spend the most time worrying about? Why?

When have you been a middle third member?

Which characteristics of middle third members do/did you recognize in yourself?

How do/did you feel when you are/were a middle third member?

What was going on in your life when you were a middle third member?



Top Member Mistakes

Mistakes top members make when trying to engage middle third members:

1)

2)

Middle Member Strategies

1) Ask _____ for their _____.

2) _____ and _____ meetings on time.

3) Do your best to minimize _____ and _____.

4) Say _____.

5) Give them a _____ supporting role.

6) Spend _____ with them.

7) Slow down _____.



Chapter Application

What is an issue in your chapter that you want to focus on?

Why would middle third members be helpful in working on this issue?

Which strategies could you use to engage middle third members in this process?

Take It Home

- Remember that these middle member strategies can be applied to any group you are a member of, now or in the future.
- Middle membership can fluctuate throughout the year. You may have more top members in the fall and more middle members in the spring. Reevaluate your membership thirds every semester or quarter.