

## **TOOLS FOR BUILDING AFFILIATE MEMBERSHIP**

### ➤ **AFFILIATE NONMEMBER MAILING LISTS**

**WHY?** Keeping track of all those who call or contact your local affiliate by maintaining a nonmember mailing list is a good way to build your membership, attendance at meeting, NAMI WALKS, classes, etc. *These are all potential future members!*

#### **HOW:**

- **Keeping a Call Log:** Be sure you are getting the contact information of those who call your affiliate as often as possible (see sample Call Log attached). **Please read the handout on VOLUNTEER TELEPHONE TRAINING in this packet.** Be sure to follow up phone contact with a general “thank you for calling” letter (see samples attached) which would include any materials requested, ie. literature, program brochures, etc. (See How to Order Brochures and NAMI KY Programs Listings attached).
- **MAILING LISTS:** as often as possible, have a mailing list available at any meetings or presentations you schedule. This should include NAME, ADDRESS, PHONE. This is particularly useful if you have a newsletter that you can invite them to be on the list to receive.

#### **Below are items that might be included in a follow up to a phone inquiry:**

- affiliate *or* NAMI KY brochure
- Family-to-Family brochure
- Statewide Support group listing page (available from website)
- Most recent newsletter (if you have one)
- A membership envelope

\*\* to save money, instead of purchasing these brochures from National, you can print and make copies of the Fact Sheets found on our website: [ky.nami.org](http://ky.nami.org) under “Resources”

**NOTE:** Be sure and mail things in a timely manner. It makes your affiliate look responsive and professional.

### ➤ **AFFILIATE NEWSLETTERS:**

Developing a newsletter is a great way to keep people connected to your affiliate. (see attached page on Newsletters taken from the Affiliate Toolkit).

### ➤ **AFFILIATE BULLETIN BOARD or WEBSITE**

You each currently have a bulletin board on the NAMI KY website. If you need assistance in maintaining it, contact Madeline at the state office.

ALSO, National will set you up with a template website for FREE! You just call and ask for it to be arranged. You will be sent a packet to teach you how to maintain your website. You can also always contact Madeline McGeeny at the state office if you have questions on maintaining your website.

➤ **OUTREACH for Family-to-Family Classes, Support Groups, etc.**

This is perhaps the most important volunteer work that can be done to build an affiliate. **This is particularly important for filling your classes, such as Family to Family, as that is a sure way to get new members!** *People won't call if they don't know you exist.* There are several ways to do outreach to get the word out re: your support groups and class meetings. Here are some:

- **Presentations to Compcare centers before a class starts:**  
Agencies are very open to having you talk to staff about NAMI's programs and upcoming classes. Before a class begins, contact the agency and ask if you might have 10 – 15 minutes to present informally about the upcoming class. They will invariably agree to this. At the meeting, introduce yourself and say how you came to be involved with NAMI. Compliment any providers who led you there! Be sure and tell how Family to Family changed your life, and how valuable it was to you. Bring copies of the Table of Contents (attached) and brochures as well as a handout with your class meeting information to show what you are asking them to refer people to. Be sure to also give them your local support group meeting information. *Working with compcare agencies has been a very successful method of filling classes in several affiliates!*
- **Brochures/Flyers/Posters** (available from NAMI National Store) These can be taken to hospitals, ER's, doctors' offices, therapists' offices, school resource/counseling centers, university counseling centers, libraries, bookstores, coffee houses, grocery stores, Laundromats, county clerks offices, jails, TRP's, etc.
- **Press Releases** (available from state office) which are FREE advertising can be sent to local TV/newspaper/radio stations when a group is starting or when a class is starting.
- **Advertisements:** put an ad in the paper *several times* to recruit for classes. The state office can provide artwork required.
- **Feature article:** if you or your loved one or both are willing to have your story told, or to write up your story for a local paper, these have been found to be *extremely* effective in getting folks into support groups and classes.
- **Presentations to local agencies:** Consider making a 15 minute presentation about NAMI, what it does, and what it has done for you, to a local group: a local hospital staff meeting, a local school faculty meeting, local civics groups, a college psychology or social work class, and any local church group. ***Get the word out!***
- **In Our Own Voice Presentation:** You can also schedule a trained consumer to do an *In Our Own Voice* presentation about

living with mental illness to a group in your area. Contact the state office to find out more about this program.

- **Hospital Outreach:** Some affiliates (such as NAMI Louisville) have volunteers scheduled to go to hospital visiting hours once a month. They meet with visiting families and tell them about NAMI so that when they leave the hospital, they have a resource that they can follow-up with for help.
- **Booths:** ask to have a table/booth at a local fair. Bring brochures and posters and a sign-up sheet for folks who want to be on your mailing list or would like information on upcoming events.
- **Host a NAMI walk!** Call the State office if you'd like to have a fundraising/awareness raising walk in your affiliate.
- Show a film/documentary on mental illness (like *Out of the Shadow*) and have a panel discussion afterwards with local providers, consumers, community leaders, and family members. Have food available!

**FEEL FREE TO CALL Madeline McGeeney with questions or concerns regarding any of this content: 1-800-257-5081.**

**Thanks very much!**