**Membership Train the Trainer:**

**Introduction:** I’m \_\_\_\_\_\_\_. Thanks for having me. For this workshop we’re going to be focusing on the importance of membership and why, as members of KFTC, it’s important for us to ask others to join us by becoming members or renewing their membership.

**Reflection:**

First, I want to open up this presentation by doing some self-reflection. Let’s take a few minutes to write some reflections.

Reflection Questions:

1. How did I become a member of Kentuckians For The Commonwealth? Who asked me? How did I hear about it?

2. We consider becoming a member of KFTC as making an investment – meaning you get a return on your investment. What return have you gotten from being a member of KFTC?

Share out.

**Discussion on Power:**

When talking about membership, it’s integral that we talk about power. So, let’s talk about it.

First, let’s vision a bit. List victories that we want to see in Kentucky. *Ex: progressive tax reform, restoration of voting rights, pass the stream saver bill and clean energy opportunity act, etc.*

Let’s hold onto this vision and we’ll come back to it.

Let’s now list values that we all share. How do we want to be treated? What are values we hold dear? List them. *Ex: justice, respect, fairness, love, etc.*

Let’s hold onto these values, as well. We’ll come back to them.

Now, let’s talk about relationships. We will look at three types of relationships:

a. Personal

b. Voluntary

c. Necessity

Who are our personal relationships: family, close personal friends

Voluntary relationships: KFTC, civic groups, church or faith-based community, softball league, etc.

Neccessity: utility companies, school system, job, government, etc.

Now, let’s think about our values that we listed earlier. When our personal relationships aren’t reflecting our values, what can we do about it? Okay, same question with our voluntary relationships? That’s right – if we don’t see our values reflected in either of these realms we are free to walk away or set boundaries. How about the relationships of necessity? Do these folks always act on our values and treat us with fairness and respect? No, they don’t. If they did, we would see our Commonwealth look closer to the list of victories we described earlier.

If we want our relationships of necessity to act on these values and reflect the kind of state and world we want to see, we need to be able to negotiate and have power among those relationships.

How do you define power: The ability to help or hurt

What are the sources of power: 1. Organized money 2. Organized People

I don’t know about you, but I don’t have enough organized money to start to negotiate in that outer circle, but through KFTC we can have enough organized people and put pressure on to win those victories and ensure that these institutions begin acting on our shared values.

**Membership Talking Points:**

* **Win on Our Issues**: Our power lies in our members. We’re building a community of Kentuckians, and as we grow larger we’re also working to grow deeper, so that all our members are deeply committed and invested in KFTC’s work for the long haul. Building that larger, deeper community of Kentuckians is how we build our power. And we build our power so we can use it to win on issues that are important to us. We use our power to make change.
* **Opportunity:** Think about our reflections in the beginning of this workshop. We expressed so many beautiful “returns” that we get in exchange for paying our dues. When we do not ask people to become a part of KFTC or assume that they do not have the money to be members, we are denying them the opportunity to participate in something meaningful and powerful. Share story about low-income church in Daytona Beach.
* **Dues are Important. Membership is an investment:** Read and unpackage Cesar Chavez article. Chavez expected everyone to pay dues no matter how little they could afford – any amount was appreciated and expected. When we pay for the organization, we own it and have a stake in what happens. We care more about the organization doing well.
* **We Value What We Pay For:** Think of all the trivial things you spend money on each day. People value what they pay for. Everyone has a different level of giving that is right for them, but they should give at some level. There should be some type of energy exchange for membership.
* **And there’s a return** – Think about what you’ve received by being a member of KFTC. Remember what we discussed earlier.
* **Personal asks and relationships are important:** Relate back to how you got involved -- did someone ask you?

**What does Membership look like:**

As we work to grow and deepen KFTC’s membership and build an organization that has muscle for the long haul, one area we’re really trying to grow is Sustaining Givers. This is our best and should be our first option when we invite folks to join or renew their membership.

Sustaining Givers are members who commit to give a certain amount monthly, quarterly or annually. Monthly is best because it’s more of a conscious, ongoing commitment.

Can you think of some reasons why Sustaining Givers are important for KFTC’s future? *Ex: more members are invested in the work and renew every year, KFTC has steady funds to do the work, enables us to be more nimble in responding to issues, etc.*

And here are some advantages for the Sustaining Giver:

* You get to choose how much and how often you give.
* You can have a bigger impact on KFTC’s work. Small monthly gifts can add up to a deeper investment throughout the year.
* It’s easy. Once your Sustaining Gift is set up, you always know your membership is current.

We want folks to think of it as a program and an opportunity.

So the first question might be “Are you familiar with our Sustaining Giver program? I thought you might be interested.”

There are some things about being a Sustaining Giver that might make some folks uncomfortable. In a few minutes, we’ll do a role play that will give you some ideas for answering those concerns.

If someone simply isn’t willing to become a Sustaining Giver right now, we ask them to make a donation at least once a year. Suggested dues are $15 - $50 per year, or whatever folks can afford.

Occasionally we meet folks who really want to be involved in KFTC but simply can’t afford to pay anything right now. In that case we can offer the option of joining at $0, but we encourage them to think about making a donation when they are able to. And we don’t advertise this option, because we know that many folks would choose it, even if they actually can afford to give something right now. We keep it as an option, but we don’t talk about it up front.

**Brainstorm:** Make a list of five people who you want to ask to join KFTC and for each person write what their self-interest in the organization would be. Why would they be interested? What do they care about?

**Roleplay:** Beth and Amy roleplay the ask

Beth: Here’s a little about me. I used to feel powerless to change the things that I wanted to change. What about you? What’s your background and vision for Kentucky?

Amy: I grew up in eastern Kentucky. I’m concerned about mining issues, schools, opportunities.

Beth: Talk about KFTC and appeal to self-interest of the person you are asking. Here’s how KFTC addresses those issues. And, by joining KFTC, I now feel powerful.

Amy: Not sure. Not really a joiner. How much time is involved?

Beth: You get to choose how you’re involved and what your contributions are. What do you like to do?

Amy: Maybe mention some things like cooking, writing notes, going to Frankfort.

Beth: Well, those are ways you can contribute.

Amy: Not sure it would really make a difference.

Beth: Look at smaller victories as building toward our vision and building our power.

Amy: But I don’t really know enough about the issues.

Beth: This is a great way to learn. I’ll be the first to say I’m not an expert, but I’ve been learning a lot by being involved. It’s also OK to know more about one issue than another. And you can learn how different issues are related. And if there are issues you care about that we’re not working on now, this is an opportunity to bring those forward.

Amy: What do I get from being a member?

Beth: We invest in things we care about. It’s a way for me to contribute to something I feel is really important. When we join with others across the state who want the same things, we build power for change. We can’t do it alone, but together we can do it. I get to be a part of a community of folks who support each other and work together toward a common vision.

Amy: So what do I have to do to join?

Beth: We ask all our members to make a contribution of any size at least once a year. The way I choose to contribute is by being a Sustaining Giver. This allows me to give a little in increments throughout the year, so that in the course of the year I can have a bigger impact. Share Carnegie Center example. With KFTC, I can give more than that by spreading it over the year.

Amy: I’m not comfortable giving out my credit card information.

Beth: You may be surprised to know that electronic funds transfer is easier and just as secure as a credit card transaction. And you never have to worry about your card expiring.

Amy: What if my financial situation changes?

Beth: You can adjust your pledge at any time just by calling KFTC.

Amy: How do I sign up?

Beth: Just call the KFTC office in London or send us a voided check. And let us know how much you’d like to give each month.

Amy: How much is appropriate?

Beth: Many people find that $5 a month is a good amount because it isn’t a lot all at once, but it adds up to $60 per year.

Amy: OK, sign me up.

Beth: Now let’s unpackage what we just saw. What worked well? Was there anything you think we could have done better?

**Takeaways:**

-Lead by example

-Appeal to the person’s self-interest. Find out what they care about.

-Ask for what you want. If you want them to be a Sustaining Giver, ask them. Ask for a certain amount (start higher and come down if you need to)

-Talk about it as an investment. What’s the return?

-Ask, then stop talking and listen. Wait for the answer.

-Be prepared with other options. Negotiate the payment plan, dues, etc.

**Practice:** Pair up and practice asking one another to join, become a Sustaining Giver, or renew your dues. Here are some reasons folks might hesitate to become a Sustaining Giver, along with responses you can give.

**What if my financial situation changes?**

Answer: You can adjust your Sustaining Gift any time by calling KFTC.

**I’m not comfortable with Electronic Funds Transfer.**

Answer: EFT is best for KFTC and for you because all your gift goes to KFTC (no credit card fees), you never have to worry about your credit card expiring, it’s just as secure as a credit card payment, and you can stop it at any time.

**I like to give at the same time each year.**

Answer: Giving monthly enables you to spread your gift over the whole year and possibly even give more in the process.

**I like to control my checkbook.**

Answer: You’ll still have control because you get to decide how much and how often you give to KFTC. And you can adjust your giving any time by simply calling KFTC.

**I’m not sure how much to give – what’s appropriate?**

Answer: $5 per month is a great Sustaining Gift. It’s not too much all at once, but it adds up to $60 per year!

**Commitment:**

Each person leaves with a public commitment to ask their five people to do one of three things:

1. Become a Sustaining Giver

2. Join

3. Renew