

Guidelines for Responding to Reluctant Joiners

- ✓ **Listen. Find out more details.**
You are interested in how the reluctant joiner thinks.
- ✓ **Don't overwhelm with information.**
Target your response to the non-member's concern.
- ✓ **You don't have to do it all in one conversation.**
This will be only one of many.
- ✓ **Leave on a friendly note.**
Ask the reluctant joiner to "do something" before you talk again.

4-Step Buddy System

1. **First contact.**

Share general information. Make assessments. Leave a form.
Set a day and time to talk again.

2. **Talk again.**

What did they think about the information? Listen
Share information on an issue that concerns them.

3. **Assign a “buddy”**

Let the buddy know the non-members concerns. Ask for feedback.
Make sure the buddy has a membership form.

4. **Pick up the signed form.**

Don't forget to celebrate with the new member.
Tell the non-member you hope they will reconsider.