



# ***IRC MEMBERSHIP Resources, Ideas, Links***

**ILLINOIS READING COUNCIL  
LEADERSHIP RETREAT  
JULY 2024**

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# Great Membership Ideas!

- Submit ideas by July 20, 2024 using this link:
  - [Great Membership Idea 24](#)
- Ideas sent to Council Presidents to share with board members.
  - Councils vote from July 22nd to July 29th 2024.
- Winner announced August 1st.
- Link to [Great Membership Ideas](#) from past few years.
  - *Freebies, Discounts, Contests*
  - *Higher Ed/Outreach*
  - *Libations, Social Events, Social Media*
  - *PD Focus*

# The Membership Grant

## **Purpose:**

*To assist councils in membership goal setting for local councils, supports Council of Excellence criteria, and provides councils with a gift of membership.*

**Rolling due dates-ends June 15, 2025**

# MEMBERSHIP RECOGNITION

**Level = % of growth or % of renewal**

**Diamond...** 10% growth or 80% renewal

**Gold ...** 3% growth or 75% renewal

**Silver ...** 2% growth or 70% renewal

**Bronze...** 1% growth or 65% renewal



**July 2024, 24 councils will receive Diamond, Gold, Silver or Bronze Membership Recognitions!**

July 2023, 13 councils received Diamond, Gold, Silver and Bronze Membership Recognitions!

July, 2022, 19 councils received Diamond, Gold, Silver and Bronze Membership Recognitions!

July 2021, 2 councils received the Gold & Silver Membership Recognition.

Membership Recognition qualifies for Council of Excellence Award

# Role of the Membership Chair

- Review monthly IRC membership reports.
- Support recruitment of new members & retain current members.
- Remind members to renew their membership.
- Support membership recruitment activities.
- Encourage members to notify the IRC office of contact changes.
- Notify members of renewals, drops, or lapses.
- Let IRC know about membership gifts.

# Membership Reports

## **New Member List:**

New members who joined in that particular month.

## **Renewed Member List:**

Members who renewed in that particular month.

## **Lapsed Member List:**

Members who recently renewed a membership that expired within the last 12 months.

## **Dropped Member List:**

Members who dropped membership in your council for that particular month.

## **Non-Renewal List:**

Members who did not renew their membership in *IRC*.

## **Total Member List:**

Current listing of all your members, including new, renewed

# Member Benefits & Resources

Networking

Illinois Reads

PD clock hours

Professional Evaluation

Planning and Instruction

Classroom Environment

Wired Wednesday Webinars

Professional Responsibilities

IRC Publications

IRC Journal (quarterly)

IRC Communicator (monthly)

IRC Professional Book Clubs

IRC PL&D Services

Professional Involvement (local & state)

Reduced rates to IRC's annual conference



# Cost & Council Benefit of Membership

## Member Cost

- **\$50.00** -includes choice of 1 council or special interest group.
  - (\$20. Journal mailed)
  - \$15. to join each additional council or special interest group (SIG)
- **\$30.00**-pre-service teachers.
  - \$5. for each additional council or SIG.

## Council Income

- **\$15.00** for each new or renewed member.
- **\$5.00** for each pre-service teacher.
- **\$35.00** to IRC for each regular member
- **\$25.00** to IRC for each pre-service teacher.

# IRC Local Council Participation

- Great Member Ideas!
- Membership Grant Applications
- Hall of Councils (IRC Annual Conference)
- Membership Committee Meetings
- Membership Goal Setting
- Membership Awards

# Building Relationships

- Welcome new members via email or personal notes.
- Thank members who renewed.
- Thank participants for attending.
- Greet members and guests at meetings-in person and virtual.
- Introduce officers and committee members at events.
- Celebrate member achievements-awards, grants, more.



# Communicating With Members

- Social media tips and tools
- Create a # for your council
- Email & snail mail
- Surveys, post cards & flyers
- Calendar of Events-Magnets, Social Media
- Zoom, Go to meetings, in person meetings, hybrid
- Newsletters-tips, professional resources, book ideas.

# Tips for Growing Membership

(from The Center for Association Resources)

- I. Perception: How our Value, Image, & Reputation are perceived.
  - A. Leadership
  - B. Brand
  - C. Advice
  - D. Communication
- II. Fulfillment: How we fulfill the Needs & Expectations of our Members.
  - A. Education & Professional Development
  - B. Research, Information, Data
  - C. Forums
  - D. Community
- III. Engagement: How we can successfully engage our members.
  - A. Continued Growth
  - B. Relevance
  - C. Better communication
  - D. Brand Awareness
  - E. Improved Web visibility
  - F. Unmet member needs first
  - G. Member engagement on their terms
  - H. More

# Contact Me Anytime!

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