

## **Breakout Groups-Ideas for Increasing Membership**

- Promote District Owned Memberships
- Reduce Membership Fees
- Target non-members in a personal way
- Welcome management company employees
- Promote the Value of membership
- Promote SNA to and through School Boards, BA's, Superintendent's, etc
- What if the USDA mandated Food Service Workers to be SNA certified
- Term limits for all members of the State Board of Directors
- What if every member, at every level, believed there was a place for them on the board
- What if more college students were members
- Expand target membership to affiliate groups
- What if we recruited members at job fairs
- What if every current member got 1 person to join
- What if every current member volunteered to do something
- What if we had a sale-reduced price-bring a friend
- I wish we had a local commercial for SNA
- I wish we had programs to appeal to members
- What if we had collaborative efforts to recruit
- What if we went to potential members and shared the value of membership
- Lets consider a way to introduce and educate what SNA is all about & who we are
- How about NE sponsored a "big name" Jamie Oliver, Rachel Ray, Ann Cooper?
- I wish we could get people to share our enthusiasm and passion for what we do
- What if we as SND's were invited to attend professional development days to explain what SNA is all about
- Let's consider if we had an SNA Open House w/ food stations for taste testing/knowledge testing/ educational materials
- What if we had a farmers market in our schools
- What if we promoted more diversity
- What if we made our meetings family oriented (child care, speakers, movie, athletic event)
- What if we develop a flyer why to join to Directors
- What if the states recognize certified, processional, standards and put a \$\$ value to them
- What if we did a survey to track successful programs along with promoting the professionalism
- Coupons for personal benefit
- More education about SNA and its benefits
- More personal visits by SNA leadership to promote SNA
- Generate a list of potential members
- Open membership to other child nutrition organizations
- Membership fair (activities by each committee, hold on an evening/weekend, hold regionally)
- Offer Childcare

- More interactive fun
- More executive board presence at Regional meetings
- Affiliate members and personal benefits
- Develop a list of ideas, concepts, and ways that SNA can build, maintain, and engage its membership base
- I wish to get more involved interested people
- I wish we can take more people to LAC and Leadership
- What if we develop communications to BA's/Supt. Encouraging them to support SNA-show the value
- What if we offered complimentary 1<sup>st</sup> year membership
- Offer scholarships to members to attend conferences
- Stipend for certification
- Identify what the members perceive as valuable
- Survey
- Excitement in joining
- Explanation and information available to know and "how to sell it"
- Brochure w/ benefits of membership to give out
- Time availability, adapt to accommodate
- Buddy system between SNA board members and States new members to help bring more new members
- Help members understand the professional opportunities available to become certified
- Create target districts to act as mentors for other districts
- SNA would randomly send members to ANC as incentive to get involved and become leaders
- Google docs distribute information rather than email
- New members received personal contact from leaders to keep them engaged and nurture them
- We made meeting more fun-games-entertainment
- Make new people feel welcome at meetings and conferences...don't just stay with your group
- Assign new members a current member to keep in contact with