

MEMBERSHIP

Reflection: Promoting a Positive Image

SADD chapters often struggle to increase membership because students believe that the club will prohibit them from having fun. Nothing could be further from the truth! SADD members strive to make the middle and high school years more fun, enjoyable and, above all else, safe.

- Think positive! Remember that if you take the time to build a fun, positive image, you won't have to fight a negative one.
- Always think about your image and how the behavior of each member affects the group.
- Promote your chapter's "No Use" policy, keeping in mind that while SADD does not condone the use of alcohol and other drugs, we are an inclusive club and do not exclude those who do use these substances.
- SADD chapters have a strong concern about many of the behaviors that are often associated with abusive drinking: violence, poor grades, sexual assault, and low self-esteem. Spell these out to the community so that if your motives are questioned, you can show what you are doing to avoid these behaviors.
- Define your mission in terms of overall health issues. Promote healthy lifestyles, positive choices, and the safety of the entire community.
- Define one of your goals to make school more fun! Some ideas would be to co-sponsor existing events, such as school dances or a carnival. The more experience your chapter gets in planning events, the more elaborate you can make them.
- Use the term "responsible decision-making." Remind students that by making safer decisions, they will be happier and healthier.
- Emphasize that your members struggle with the same issues and choices as everybody else.
- Try to avoid using "can't" and "don't" when promoting your message.
- Invite members of other school clubs to attend your meetings. Foster opportunities for your groups to work together.
- Use sidewalk chalk to spread your message around the school.
- Avoid scare tactics in your programming. Crashed cars and tombstones have their place in programming but should only be part of your efforts!



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Tips for Recruiting New Members

It is important to remember that everything your chapter does contributes toward its overall image. Students will decide to join your SADD chapter based on what they see and hear about your group. Recruiting is a continuous process. Always be prepared to discuss how students can join your chapter.

- Personal contact is more effective than distributing flyers. Nothing can replace the simple act of getting to know people and asking them to join your group.
- Make a brief introduction of your organization at other club meetings. Some of the best leaders in your school are probably involved in other clubs, so go shopping for members.
- Co-sponsor events to gain publicity for your SADD chapter.
- Don't expect individuals to find the motivation to come to a meeting in a room full of peers they don't know. Offer to meet new members at a central location and walk with them to the meeting. Be sure to introduce everyone to each other before the meeting begins.
- Free food is always an incentive for prospective members. Having snacks at meetings will encourage people to return (especially if your meetings are after school). Ask each member to provide snacks once or twice a year. Decide on a theme for each meeting and request snacks that match the theme.
- Recruit fellow students based on the issues that interest them. Ask them to work on a specific campaign or project that suits their interests and talents.
- Pair up returning and new members to complete tasks and serve on committees. Don't allow all returning members to work together; the success of your program rests on their ability to spread their knowledge and know-how. Your chapter's success also relies upon the incorporation of fresh ideas and perspectives that can only be offered by new members.
- Make your own recruitment video, perform skits, or make announcements to the entire student body. Remember to make your chapter fun!
- Ask a local pizza merchant to stick SADD flyers on delivery boxes. They will reach a huge number of middle and high school students and their parents.



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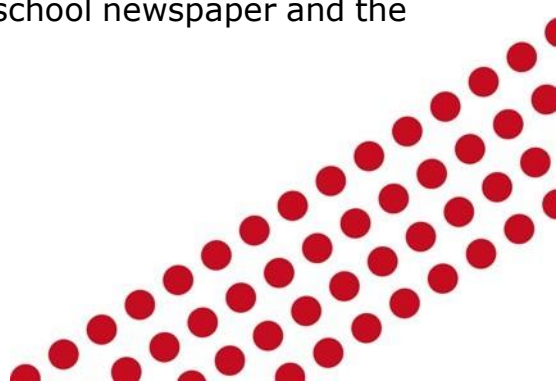
Tips on Keeping New Members Motivated

It is important to continually motivate your members. Be creative and let them know they are appreciated.

- Send members to conferences and trainings as often as possible. Students will welcome the break from school and also have an opportunity to network with students from other schools and learn new ideas.
- Establish a point system for members. Award points for attending meetings, working on campaigns, etc. Give the highest point winners a small prize on a monthly or weekly basis.
- Always recognize and applaud achievements. Make certificates for the individuals or hang their pictures on a bulletin board along with a description of what they did.
- Acknowledge members' birthdays.
- Choose a member of the month. Highlight the person's contributions on a special bulletin board. Ask local businesses for small donations (such as free pizza or a car wash coupon) for your member of the month.
- Have a special seniors appreciation day in which your chapter recognizes the work of committed twelfth graders.
- Nominate your chapter for statewide or national awards. SADD National offers scholarships and contests with cash prizes for Chapter of the Year, Advisor of the Year, and Activity of the Year. Learn more at www.sadd.org/contests.

Tips for Recognizing Members

It is important for all of your members to feel appreciated. If you value your members, let them know!

- Reward members for doing a good job on programs or activities with certificates to restaurants, movies, or concerts.
 - Hold a members' banquet each semester. Present funny awards "Member of the Semester" award.
 - Offer specific thanks to a few members at each meeting. Be sure to alternate who receives this praise.
 - Make sure that your chapter's photo appears in the school newspaper and the school yearbook.
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Tips on Making Meetings More Exciting

Finding a way to make your meetings exciting is critical to retaining the members you have and keeping them interested. The energy you create will flow over into your programs and affect members' enthusiasm.

- Start each meeting with a fun icebreaker.
- Introduce new members at the beginning of each meeting. If they are attending the meeting because a friend recruited them, be sure to recognize the recruiter as well.
- Always provide members with an agenda so they can follow along.
- Hold meetings outside when the weather is nice.
- Take a break in the middle of each meeting to play a silly game, like musical chairs or Twister.
- Have a surprise party instead of a meeting; people will be sorry they missed it and will be more likely to attend future meetings to be a part of any surprise.
- Give prizes to members who attend ten meetings in a row.
- Ask members to tell jokes every 15 minutes.
- Allow the last 5-10 minutes of each meeting for members to socialize.
- Pass out fortune cookies at meetings and ask everyone to share their fortune.

TIPS FOR GAINING FACULTY SUPPORT

- Host a SADD chapter/faculty social after school. Provide a chance for faculty and staff to meet SADD members in an informal setting.
- Send a letter to all faculty and staff explaining the goals of SADD. Invite them to attend your meetings and send birthday or holiday cards to them.

TIPS FOR GAINING COMMUNITY SUPPORT

- Publicize your events and activities in local and/or neighborhood newsletters, or at the supermarket.
- Work with feeder schools to increase membership. Have a representative from the middle school attend your meetings.
- Get your members to take part in a regular community service project. Mentoring middle school or elementary school students is a great way to start!
- Send information about SADD to local pediatricians, DMV, Insurance, Driving Schools, Auto Dealers and give to parents

