

Membership - Your Job and Mine

Every member has a responsibility to approach potential members and ask them to join the association. The number one reason why people don't join is because no one asked them! It may sound very simple, but it is mostly overlooked. Members can no longer rely on their president or membership chair to "sell" memberships and then sit back and wait for them to roll in. It is true - the more people who join the organization, the stronger the organization. Here is a story about why associations exist and why it is important that all belong.

Once upon a time a group of people with common interests got together and decided to build a train. The train, they agreed, would help them reach destinations that currently were out of reach.

With everyone working together, sure enough, the train soon provided good service to its passengers. Some passengers volunteered to assist others, providing pillows, soft drinks and magazines. The train was clean and ran on time. Most important, every passenger paid his/her fair price for the ticket to ride the train.

One day a passenger decided he didn't like a little thing about the train. "It stops at stations that I don't wish to visit," he said.

So he decided not to pay his ticket. BUT he still rode the train, drank his soft drink, rested on his pillow, read his magazine and rode to his destination. He apparently didn't notice that the other passengers had to pay a little more for their tickets so that the train could still run.

Soon another passenger decided that she was too busy to help distribute and collect magazines. But she still drank her soft drink, rested on her pillow, read a magazine and rode to her destination. Other passengers volunteered to work harder on the magazines to replace her efforts.

More passengers realized that if they would refuse to buy tickets or volunteer for duties, someone else would pay more fare and do more work. Everyone had a "good" excuse. "I didn't like one trip last week." "I have too many personal bills." "My spouse already has a ticket." Etc., Etc., Etc.....

Soon the train stopped and everyone wondered why!

It is only through membership that the "train runs for all." If everyone belonged, the price for the ticket would be less for everyone. Talk to colleagues and urge them to join in their professional organization. Here are a few ideas as to how you can contribute toward those efforts:

- ☑ Serve as an association mentor to a new graduate
- ☑ Agree to have one-on-one conversations with potential members about joining
- ☑ Write or share a testimonial about why you are an IDHA member

Remember: Membership Begins with "Me"!