

How to Organize a Telephone Survey

By Hilde Morden

At their November workshop, New Branch Organizers (NBO's) discussed innovative ways to recruit new members to the ranks of the Women's Institutes. Of the means discussed, they decided to undertake a telephone survey followed by an information meeting.

Organizing a Telephone Survey: How to Begin

- ☐ encourage participation and provide support by working in teams
- ☐ use four or five homes and a team of two persons at each home to call the following target areas or groups: new housing; condominiums; seniors' apartments; communities where Branches have disbanded; and, stay-at-home Moms
- ☐ enlarge the pages from the phone book for easier use
- ☐ Opening Statement:
 - "May I have 30 seconds of your time? I am with a women's organization for personal growth and community action. And I would like to send you some information about our organization."
- ☐ If the answer is "Yes":
 - ask them their name, address and phone number and thank them for their time
 - carry out the survey for a two to three hour period for quality control and moral support
 - meet at a central location and talk about your contacts

Organizing the Follow-Up and Information Meeting

- send the information package (which you and your committee have developed from the CALLING ALL WOMEN brochure), the blue sheet survey, and a stamped, self-addressed envelope to the names and addresses from your telephone survey
- organize an information meeting once you receive eight to ten surveys back
- set a date and call your group of interested women telling them the place and time of your meeting

- tell them it will take only one hour; and advertise it as a one-hour meeting to the general public as well
- offer a door prize (this gives you names and phone numbers not on your previous telephone survey list)
- have your NBO welcome your guests
- have your NBO, District President, and Provincial Board Director (if possible) provide information about the Women's Institute organization
- allow time for discussion, and a question and answer period (chaired by the New Branch Organizer)
- ask your guests at the end of the meeting: "Are you prepared to organize a new Women's Institute Branch?"

If the answer is "Yes" - proceed with the order on the agenda for an organization meeting.

If the answer is "No" - form a committee of three new interested persons and with the NBO plan another information meeting in two weeks to organize.

If the answer is a definite "No" - then there is no interest to form a new Branch.

Thank everyone for attending and wish them a safe journey home!

Hilde Morden conducts a series of leadership workshops for the FWIO, in addition to her position as New Branch Co-ordinator.



By Hilde Morden

At their November Workshop, the fourteen New Branch Organizers took a look at reasons why people join an organization, how the WI can interest new people, and how the Women's Institute can become more visible.

Every individual has their own reasons for joining an organization. The following are three common reasons why people get involved: **Affiliation** - the need to belong and be a part of something; **Power** - the need to help people and the need to address and solve challenges; and, **Achievement** - the need to accomplish important and interesting work for the community.

One of the most important reasons for joining an organization is abbreviated as WIIFM - "What's In It For Me?"

New people can be invited to attend the Women's Institute monthly meeting simply to learn more about the WI or stay only for the program. They should not be asked for a commitment! Let new people, through attending a few meetings, discover the advantages of the WI organization.

The following ideas for increasing the visibility of our organization emerged from one of our brainstorming sessions. Our ideas included: a telephone survey; a written survey; community booklets with contact names; souvenirs for visitors; signs indicating the WI meeting place and time; brochures included in the 'Welcome Wagon' packages; a re-enactment of WI history by a theatre group; a slide presentation of modern WI women; hats with logos showing our concern for the environment; participating on talk shows; adopting a highway; lobbying under a WI banner; putting blue bags in grocery stores; and, organizing an information night in the community. I'm sure your Branch can list many more ideas.

Remember - Take Risks; confidence is developed by trying new and different experiences!