

2. Local Board Activity: Asset Survey

This form is a tool to help local League Boards and membership/leadership teams identify and evaluate opportunities in their community. It is designed to be a short exercise – not a lengthy research project. Discussing and answering these questions together will help Leagues better identify opportunities for outreach and recruitment. It will help Leagues assess who to reach out to and how best to reach them, as well as assist in overall planning.

Complete this form with input from the whole Board to ensure that all aspects of League work and activities are represented and that all segments of the Board have a role in initiating this important recruitment campaign.

League Name: _____

With what community organizations does the League have relationships? What is the nature of each relationship?

Have you worked with any businesses in your community? In what capacity?

Does your local League have an existing media list(s) that they use? If so, is it current? Does it include non-traditional media?

Who are your current spokespeople? How do they usually describe the League? Do they regularly ask people to join?

What specific activities do you have planned for the upcoming year – membership and organizational?

Do you have any existing membership materials? If so, what specifically do you have and how often are they used?

What methods have you used to recruit or attract new members? How effective have they been?

Do you participate or exhibit at any annual conferences or meetings? Are there any in the community at which the League could have an exhibit/participate?

Have you or any other organizations conducted any surveys of women in your community – e.g., speaking to general interests, background, lifestyle, career, etc.? If so, how might that information be used to help shape outreach plans?

Does your League orient and welcome new members? If so, how is this done and how often?

Does your League board engage and mentor rising League leaders in any way?