

# Members: our most important asset

## Why do we need members?

**Our members give us a voice.** The opinions of scores at the chapter level, thousands at the provincial/territorial level, and many thousands at the national level count for more than the opinions of just a few. Every brief, request, or position taken by CPF leaders is only as strong as the number of members represented.

**Our members form our network.** The information they provide about issues, trends, successes, and failures is vital to the effectiveness of CPF at all levels. The direction they give to our leaders regarding positions to be taken and activities to be undertaken is essential to the continued vitality and success of CPF.

**Members bring new energy, new perspectives, new enthusiasm.** We need new members to keep CPF alive, vital, and relevant.

**Our members are also our volunteers.** Without them we are at a loss to create and promote the opportunities for young Canadians to learn and use French as a second-language.

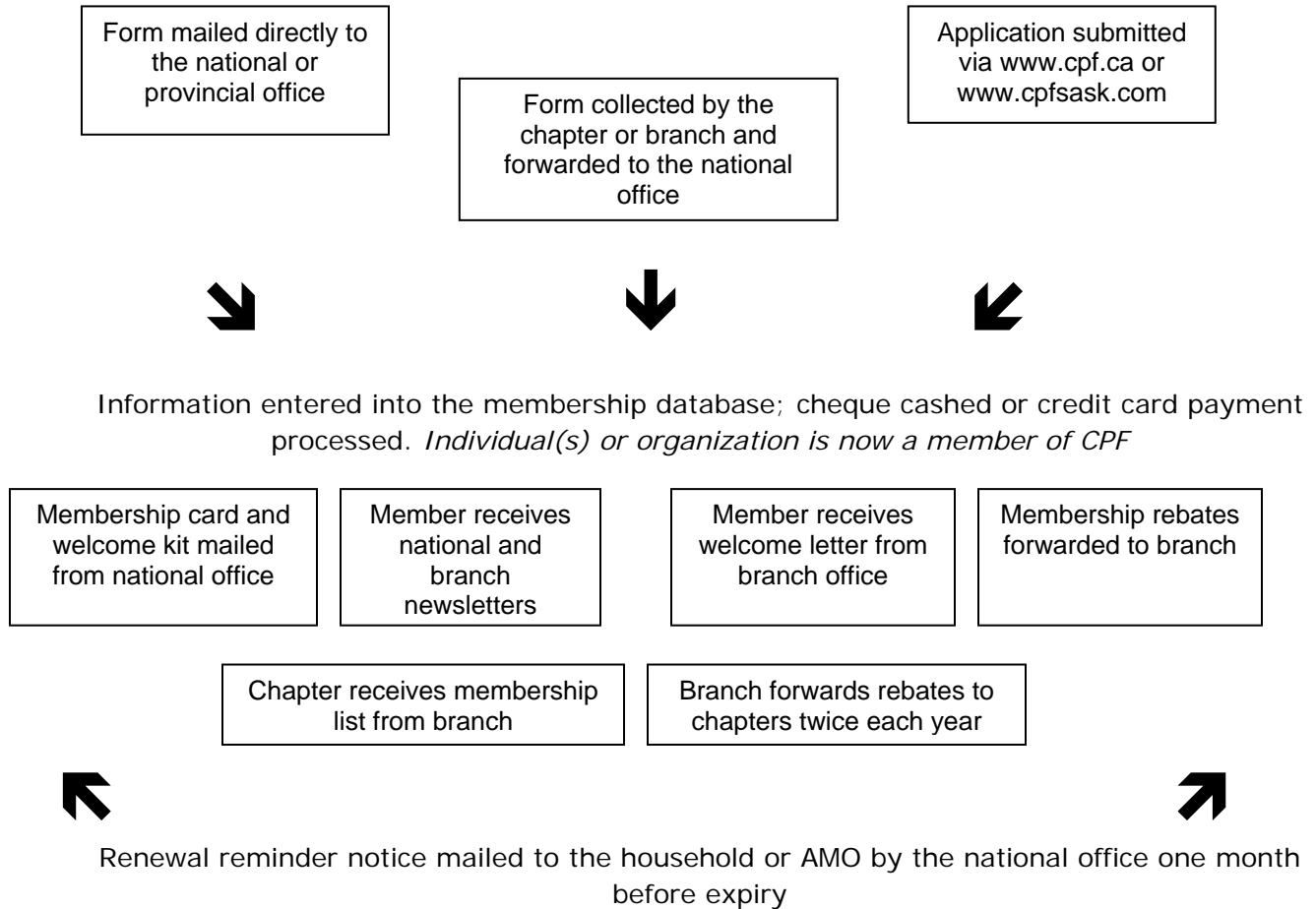
**CPF is funded in part by its members.** The local chapter receives 65% of the membership fee. These resources allow chapters to fund activities at the local level that would not otherwise be possible.

## Why do members need CPF?

Individuals join CPF for a variety of reasons:

- To learn how to help their own children learn French
- To learn where to get French resources and opportunities for children
- For information: research results, news about FSL learning, statistics etc
- To support the cause (provide financial support and lend credibility to the efforts of the organization at any or all levels)
- To socialize and share experiences with parents with similar interests
- For the benefits that accrue only to members (participate in member-only activities, be eligible for special offers to members, have access to the members-only section of the CPF website etc.)
- To work on a specific CPF project
- To have a say in running the chapter/branch (have a vote, run for office)

# The Membership Cycle



# Membership Information

## Who can join CPF?

A member is any adult person who is interested in furthering the object of CPF and whose application for admission as a member has been processed in accordance with policies established by the CPF national Board of Directors (*National bylaw 3.2*)

## Types of membership

A **voting member** is an adult person who has paid the appropriate membership fee and whose application has been accepted by the national association. A maximum of two adult persons per member household shall be deemed voting members if both names are provided to the national office. (*National bylaw 3.3*)

A national, provincial, or local body which has paid the appropriate membership fee and whose application has been accepted may be come an **Associate Member Organization** (AMO) in order to endorse the goals and activities of CPF. (*National bylaw 3.5*)

## Membership fees

The membership fees as established by the CPF National Board of Directors are:

Voting members: \$25 / 1 year or \$60 / 3 years (one or two adults in the same household)

Associate Member Organization (AMO): \$60 / 1 year or \$150 / 3years

## Rights of members

**Voting members** are entitled to one copy of each newsletter and other designated reports or mailings sent to the household address. They have the right to vote at all meetings held at the chapter and branch levels. Only voting members may be elected to office at any level of CPF (*National bylaw 3.3b*).

An **Associate Member Organization** is entitled to newsletters and other designated reports or mailings (up to 10 copies of each) sent to one specified address. AMO status confers no right to vote, but the organization may send representatives to CPF meetings as nonvoting delegates (*National bylaw 3.5*).

## The role of members

- Support the goals and activities of CPF at all levels
- Participate in decision-making (attending annual general meetings, electing leaders, providing input to priority setting)
- Provide information for the CPF network
- Volunteer, donate, etc. according to their interests and abilities

## Membership form

Only the official CPF membership form may be used. See the latest edition of the National or branch newsletter for the current form. A sample is included in the appendix and on the website.

### **Application for membership**

Membership applications are available on CPF pamphlets and in the National and branch newsletters. Individuals and organizations can also join on line at [www.cpfask.com](http://www.cpfask.com).

All applications for membership must be forwarded immediately to the CPF National office in Ottawa. An individual is not officially a member of CPF and will not appear on any membership/ mailing lists until his/her application has been processed by that office.

### **Chapter affiliation**

Each membership is assigned to one chapter. The applicant is asked to state her/his chapter affiliation on the membership form. This is used to prepare chapter membership lists and membership rebates.

### **Confirmation of membership**

Each member receives from the national office a laminated membership card, giving the membership number and expiry date. The mailing label on the CPF National newsletter also provides this information.

### **Member welcome kit**

Immediately after processing an application for a new membership, CPF National sends to the household or AMO a thank-you letter, a membership card, the booklet "Helping Your Child Become Bilingual: A Toolkit for CPF Members," a CPF magnet, a publication order form, information on the Master Card affinity program, and information about any current special offers for members. Depending on when they join, a copy of the latest national newsletter might also be included in the package.

The CPF-SK office sends letters of welcome to new members and includes a list of local chapter contacts with each letter. The chapters are encouraged to contact new members to give a personal welcome and invitation to any chapter sponsored events that might be coming up.

Renewing members (including AMO's) each receive a thank-you note, an updated membership card, a paper coaster, the booklet "Helping your Child Become Bilingual: A Toolkit for CPF Members," information on the Bank of Montreal MasterCard affinity program, and information about any current special offers for members.

### **Membership list**

The official membership list is maintained by the CPF National office. A copy of this list is forwarded to each designated Chapter Contact at least three times per year. Chapters in Saskatchewan may also obtain up to one list per month from CPF-SK.

Any errors on the membership list should be reported the CPF-SK office immediately. Contact CPF-SK with any questions regarding the list.

## **Privacy**

Information submitted on membership forms is entered in a database which is managed and regulated by CPF National and will be used only for the purposes of mailing information directly from CPF and tracking membership statistics. Occasionally the CPF membership list will be made available to other groups/agencies to offer members benefits or education-related information. Use of the list is only permitted under a contract specifying confidentiality and one-time authorization. Members can decline the use of their membership information for this purpose by checking the appropriate box on the membership form. For further information see the CPF-SK website.

## **Renewal reminders**

A renewal reminder and membership form are sent at least one month before the expiry date. If a renewal has not been received, a second reminder is sent approximately one month after the expiry date.

## **Membership rebates**

65% of each membership fee is returned to the local chapter, 25% goes to the branch to support its activities, and 10% is retained by the national office to partially cover the costs of processing. Membership rebate monies generated by entirely branch operated activities and events remain at the branch level (*CPF-SK Branch Policy Gov 1.1.1.1*).

Memberships remitted during each two-month period are calculated and the rebates (with a list of the relevant new/renewing members) are sent to the branch. CPF-SK forwards each chapter its share semi-annually.

Chapters which have not completed reporting requirements or which have fewer than 10 members in good standing (see How to Maintain Chapter Status in Section 3 "Chapters" in this manual) will have their membership rebates withheld by CPF-SK.

## **Number of members**

A maximum of two adult persons or a household shall be deemed voting members where both names are provided to CPF (*National bylaw 3.3c*). Where two names from one household are on file, both are included in any count of members.

Each Associate Member Organization is counted as 15 for the purpose of determining the size of CPF's membership.

# Membership Recruitment

Selling a CPF membership is not really all that different from selling anything else. Like any salesperson, we have to know our product and approach the job in an organized way.

## **Understand your audience, the buyer**

There are a lot of reasons to join CPF, but not every reason will appeal to every person. What convinces one person may be of little or no interest to another. Think about who you are trying to reach, what you know about them, and what you think may attract them, and then plan your approach accordingly.

## **Reasons to join CPF:**

Individuals join CPF for a variety of reasons. See page 1 of this section for some ideas.

## **Thus there are three main sales approaches:**

- The practical: "What's in it for me?"
- The idealistic: "How can I help?"
- The political: "How can I make changes?"

Usually the three are mixed up in any sales appeal, but sometimes circumstances will lend themselves to emphasis on one particular aspect of membership. So, in addition to considering your audience, consider the context for your message.

Know what you're selling:

Everyone who tries to sell membership in CPF (and that should be every one of your current members) needs to know:

- What is the purpose of CPF? (see Section 1)
- What is CPF's Mission Statement? (see Section 1)
- What does it cost to become a member? (see page 3 of this Section)
- What are the rights of a member? (see page 3 of this Section)
- What is the role of a member? (see page 3 of this Section)
- What current cause(s) and activities would they be supporting at the local, branch, and/or national level?
- What exclusive benefits do members receive: from CPF, from the branch and from your chapter?
- What types of information are provided to members through CPF National and the branch? By your chapter?
- Are there any special offers currently available to CPF members? (see the National website at [www.cpf.ca](http://www.cpf.ca) for current offers)

There's nothing worse than a salesperson that isn't clear about what's being sold – or who isn't entirely convinced of the value of the product!

## Plan for success

Selling memberships is an ongoing process. Every one of your chapter efforts and activities can involve membership promotion, whether it's designed to be exclusive to members or it's simply an opportunity to raise awareness of the organization.

Your first step is to establish your target for the year. How many new members do you want to gain? How many current members should renew? Be realistic in your aims, but set your sights high enough to demand real effort. Remember: if you don't know where you're going, how can you decide how to get there?

Your membership committee can be most successful in achieving this target by taking some time to plan ahead. Start with an overview of the possibilities, such as:

Date	Activity	Location	Liaise with	Membership opportunity
<i>Sept 30</i>	<i>Workshop for parents on helping with homework</i>	<i>Anywhere Elementary</i>	<i>Parent Committee</i>	<i>Talk about and have a display re information provided to members by CPF (newsletters, website, discussion forum, etc.)</i>
<i>Dec. 15</i>	<i>Christmas party for member families</i>	<i>Community centre</i>	<i>Social Events Committee</i>	<i>Mention to potential members in advance through: November school newsletters September 30 workshop for parents Displays at meet the teacher night and report card interviews</i>

From this you can:

1. Determine what additional membership promotion activities you need to undertake (e.g., a special membership campaign for a specified period of time)
2. Develop your priorities (Which are the best opportunities? Which might not be worth the efforts/resources?)
3. Identify specific tasks in order to find volunteers
4. Establish deadlines (When things are to be done, when reports due, etc)
5. Determine what resources you'll need, and take steps to ensure they'll be available on time

Even the simplest plan – listing what needs to be done, who will do it, at what cost, and when – ensures that everything has been thought through, that sufficient resources will be available, that all the jobs that need to be done have been assigned, and that the most important ones will be given priority.

## The recruitment campaign

While membership recruitment can and should take place throughout the year, a special campaign can be an extremely effective part of your overall strategy. A high-profile campaign allows you to intensify your efforts for a period of time to get the most from your resources: a message is more likely to be heard if it's repeated 12 times within one week than if it's only heard once a month.

- Choose your campaign chairperson: someone who's enthusiastic, imaginative and a team player. The eager, effective organizer with limited knowledge of CPF (but who's willing to learn) will probably do a better job than the veteran with indifferent organizing abilities or low spirits.
- Set your target for this specific campaign (a sub-target of your year's overall membership goal). Make it something you think you can achieve, if everyone works hard.
- Choose your campaign approach determine your message. Whether it is the idealistic, political, practical approach or a combination of the three, decide on an approach that everyone is comfortable with. Make sure you are well organized and that everyone knows his/her job.
- Decide who you're trying to attract to CPF with this particular campaign. Is it young parents? Parents of secondary students? Parents of core French students? Members of the community who believe that our youth should learn French? Former members of CPF who have let their memberships lapse? Graduates of immersion programs? Remember your message and your activities must fit your audience.
- Determine the best time for your campaign. What is the best time to reach the audience you've identified? What might interfere with getting your message out at certain times?
- Organize your campaign. Decide what particular message(s) you want to get out, what special activities you'll undertake, what publicity opportunities you'll use.
- Schools are certainly one of the best places to go for members, but they aren't the only places. Think where else in your community potential members can be found. Are there preschool programs? What about the hockey arena? The community centre? The mall? Are there service clubs in the community that need speakers? Do they know about CPF? Can you display CPF materials at one of their meetings?
- Will the local newspapers print an article about the chapter and its activities? If the children are benefiting and if a good photograph can be taken, almost certainly they will. Don't wait to be called on. Take the lead yourself. You may be surprised at how many new members an article or a letter to the editor will produce.
- Don't forget free advertising opportunities such as community bulletin boards in newspapers, on the radio station, and on the cable outlet.
- Establish your deadlines. Limit your campaign to a specified period (a week, a month) depending on the activities you'll undertake – an intense; multi-faceted approach is more effective than a long, drawn-out effort. Plan when to order resources, how much time is



needed to prepare, when specific activities need to take place, and when reports are to be submitted, by and to whom.

- Spread the workload. Recruit volunteers on the basis of specific tasks and specific deadlines.

### **More helpful hints about membership recruitment**

- Remember that the cheapest but most effective way of recruiting a new member for CPF is for a current member to ask a friend to join. One-by-one, friendly persuasion always works best. Use all your members as recruiters by giving them the information they need to “sell” CPF.
- Focus on how the potential member – not you! – will benefit from joining CPF
- Never make members feel guilty about not doing more!
- Always think beyond “parents” and especially beyond “immersion parents”
- Avoid jargon. Don’t talk about FSL learning opportunities, talk about giving children a chance to learn French, or the gift of a second language. Don’t assume everyone knows what “core” or “immersion” or “dual track” means.
- Collect memberships on the spot. Forms that go home are often lost. Offer to save potential members the cost of an envelope and postage (then be sure to forward the applications to the national office immediately).
- Let potential members know that joining CPF is easy;
- They can pay by credit card (no need for cash or a cheque)
- They can apply online at [www.cpfask.com](http://www.cpfask.com) or [www.cpf.ca](http://www.cpf.ca)
- A three year membership saves \$15
- Always encourage new members to give two (adult) names on the form if possible.

## Keeping your members

Convincing a friend or neighbour to become a member of CPF is only the first step in the membership process. A new member needs to be warmly welcomed and made to feel an immediate part of an organization that is glad he or she in particular joined.

A membership is good for one or three years only. Right from the first day of a new membership you need to plan for membership renewal. The new member needs to be nurtured and cared for, if you want a membership renewal.

It is important to understand the mechanics of the membership process. Let's consider the family who joins CPF at the parent-teacher night in September. When they enter the school gym they immediately see a large, colourful sign: Canadian Parents for French—Join Us! While waiting for the program to start they read the pamphlet "CPF and You" which is on their chair. At the coffee break they decide to join and write a cheque for a one or three year family membership. The next morning the membership chairman sends their cheque, along with all the other new memberships and membership renewals, to the CPF-SK office in Saskatoon. She also keeps the names of new members and the renewal information, to keep the local membership records current.

CPF-SK office sends the membership form and cheque to the National office, where the information is entered into the computer. At this moment the family officially becomes a member of CPF. A "New Member Welcome Kit" is sent to each new member which outlines the benefits of joining CPF and what members can expect from the association.

The name of the new and renewing member then appears on the next membership list. The CPF-SK office sends each new member a letter of welcome. The family begins to receive regular mailings from National, and provincial newsletters. However, if this is all that happens, chances are not good that the family will renew, or become active, long-term members.

What is needed is what only you or someone on your chapter membership committee can provide: the personal touch. Some chapters make a follow-up phone call once the membership has been received to say "hello and welcome". A short telephone call gives you a chance to welcome the new member and to discover a variety of information: what are the family's interests? What grades are the children in? How involved does the family want to be in chapter activities? What special talents can the family contribute? A telephone call also gives you a chance to introduce yourself and to tell the new member about an upcoming chapter event or meeting. The same call gives the new member a chance to ask you any questions they may have.

A telephone call coming as soon as possible after the family has joined, is only the first of a regular series of personal contacts. The purpose is to get the family actively involved in chapter activities, to ensure that they develop a personal stake in the success of the chapter and the association. When they do, they become much more likely to renew their membership, or even to become membership advocates.

Not all members have the time or interest to become directly involved in volunteer activities. These members need to know what you have done for them, what you are doing, and what you plan to do. Don't be afraid to blow your own horn: no one else can do it as loudly or as well. Who knows? One of those regular phone calls may even result in a new volunteer for some special project.

## **A member has needs too**

Keep in mind that people who join CPF have basic needs. If you want your members to maintain their interest, efforts, and financial support, you must recognize these needs and respond to them.

### **A member needs:**

1. To have a sense of belonging.
2. To share in the planning of group goals. To know that their ideas have been heard.
3. To feel that the goals are within reach and that they make sense.
4. To feel that what he/she is doing contributes to the associations' welfare and that its value extends beyond the group itself.
5. To share in making the rules of the group—the rules by which the group lives and works toward its goals.
6. To know just what is expected of him/her so that he/she can work confidently.
7. To have responsibilities that challenge, that are within their abilities, and that contribute towards the goals.
8. To see that progress is being made.
9. To be kept informed.
10. To have confidence in his/her chairperson—confidence based upon consistently fair treatment, recognition when it is due, and trust.

Recognizing these basic needs and running your chapter accordingly can lead to a healthy organization with a strong membership.

## Special offers for members and/or chapters

Periodically CPF joins in partnership with Canadian companies and/or organizations that have something of value to offer to CPF members. We do this to ensure that our members can receive tangible benefits by being a CPF member. Below are some examples of recent offers for CPF members. Please check the national website at [www.cpf.ca](http://www.cpf.ca) for an update on current offers to members. (Please note that to take advantage of these offers you must be a current member.)

### Savings and affinity programs

**Livres, Disques, etc.** - CPF members are entitled to a 10% discount on quality French language books, recordings and educational tools from Canada and around the world. Use the electronic catalogue to get quick access to hundreds of products for all age groups. Go to [livres-disques.franco.ca](http://livres-disques.franco.ca) to take advantage of this offer.

**Oui for Kids** - a children's French on-line bookstore in New Brunswick is pleased to offer all CPF members a 10% discount on all products on their website. To take advantage of this offer, please identify yourself as CPF members and include your membership number when placing an order. This can be done in the comments section of the on-line order form. Please visit [www.ouiforkids.com](http://www.ouiforkids.com)

**Firefly Books** - publishes and/or distributes hundreds of French language calendars and children's books. They are offering CPF Members the following terms: per "ship to" address: 25 assorted books = 40% discount off retail price. Additional charges for shipping & GST.

Please contact:

Brad Kalbfleisch, Special Markets Manager  
FIREFLY Books Ltd.

3680 Victoria Park Avenue

Toronto, ON Canada M2H 3K1

t. 416-499-8412 [133] f. 416-499-1142

e mail [Brad@fireflybooks.com](mailto:Brad@fireflybooks.com) [www.fireflybooks.com](http://www.fireflybooks.com)

**National Car Rental** - CPF members save up to 10% on published daily car rental rates with National Car Rental for business and personal rentals. Please quote Contract ID #3710544. Go to the National Card website to download your coupon.

**The CPF Affinity Mosaik MasterCard** - CPF members and friends are invited to help the work of CPF with a CPF Affinity Mosaik MasterCard. Show your support of FSL education programs and receive your own personalized choice of reward programs and special features, while making a financial contribution to CPF - at no additional cost to you. To find out more call 1-800-263-2263 or visit: [www.bmo.com/mosaik/cpf](http://www.bmo.com/mosaik/cpf)