

MEANINGFUL ROLES for MEMBERS

When planning events and meetings, it is helpful to have members assigned to “roles”. For some events, members might wear multiple hats and handle more than one role. With other events, several leadership members might handle a single role. In any case, it is important to have someone responsible for ensuring that each role is covered for a meeting or event.

- Host – The host makes people feel welcome and sets the tone of the experience by greeting people, cultivating dialogue, highlighting next steps, and following up.
- Connector – A connector is a social butterfly who connects like-minded people to each other. This is done through ice breakers, warm conversation and taking time to talk to newer members and introduce them to other attendees.
- Facilitator – A facilitator leads discussions that make people feel heard and supported, includes everyone in conversations and ensures that presentations are interactive for the audience.

To welcome new and potential members, these roles should be standard at each event. However, keep in mind that not all newer members are going to engage at the same level. They can however be made to feel valued for their contributions in whatever way they want to participate. The chart below illustrates the range of

Member Type	CONTENTED OBSERVER Feeling Energy	NICHE PARTICIPANT Enjoying Offering	EAGER ENTHUSIAST Excited, Involved	ADVOCATE Living the Brand	LEADER Shaping Experience
How to Recognize	<p>Likes buzz of crowd but may not participate actively. Gains value just by being involved, sitting on sidelines, watching what’s going on.</p> <p>May assess the situation to decide whether to engage more deeply, or may choose a less active role.</p>	<p>Shows up based on interest in a specific topic but does not engage with REA more broadly.</p> <p>May be active in the community around their topic of interest.</p>	<p>Shows up to multiple events across a broad range of topics.</p> <p>Has relationships with other members in the community.</p> <p>Often the first to dive into an activity or raise a hand to ask questions.</p>	<p>Deeply believes in what you do.</p> <p>May already be a volunteer or is a candidate to become a volunteer.</p> <p>Has a passion for one of your advocacy issues.</p>	<p>Passionate about a community issue, such as pensions, affordable healthcare or food insecurity.</p> <p>Tends to be a people person with deep roots and connections in the community.</p>

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How to Engage	<p>Introduce yourself and make an introduction to another member but don't push if they prefer to just observe.</p> <p>Observers add to the energy even if they don't actively participate</p>	<p>Build logical connections to other unit programs or offerings that may be of interest.</p> <p>Introduce them to a member who has broad interests that overlap with theirs; this may spark new kinds of engagement.</p>	<p>Look for ways to give them something new at each interaction: a new connection, tip, or introduction to a partner.</p> <p>Make them feel their voice is important: loop them in on activities and ask their opinion.</p> <p>Introduce them to new members. Let them help new attendees make connections.</p> <p>Give them small ways to lead.</p>	<p>If not yet an active participant, look for ways to have a deeper conversation about ways they can become involved in the community.</p> <p>Take them out for coffee and find out what they're passionate about.</p> <p>Find moments where they can represent your unit in the community.</p> <p>Help them find groups of like-minded members.</p>	<p>Invite them to events on issues they care about.</p> <p>Pair with another Community Leader with a similar interest to share ideas and responsibilities.</p> <p>Be a sounding board to provide guidance, share connections and resources to help them bring their ideas for the gathering to life.</p>

Having existing members engaged in specific ways at all stages of an event will ensure that you are putting your best foot forward. This in turn makes for an effective event, where all new, existing and potential members feel valued.

