



UNITED NATIONS
ASSOCIATION OF PAKISTAN

Membership Building Toolkit

Introduction

The United Nations Association of Pakistan (UNAP) is a grassroots chapter based association dedicated to building understanding of and support for the ideals and work of the UN among the Pakistani people. This toolkit provides guidance and suggestions for UNAP chapters to build large, diverse and engaged memberships.

Why Chapters Must Focus on Membership

Seven reasons why chapters must work hard to recruit and retain members.

- 1. More Members Expand Your Local Resources:** Increasing your membership means that your chapter has a larger pool of talent, ideas, and resources. With more members it is easier to fill vacant leadership positions and to find fresh ideas. It is also easier to raise funds to further develop your chapter.
- 2. More Members Mean More Pakistanis Understand the UN:** The UN can be difficult to comprehend, even for people who follow international affairs. UNAP members have information at their finger-tips to help them cut through the jargon and understand the UN's many activities and agencies.
- 3. More Members Mean More Pakistanis Will Act When the UN is Under Attack:** It is easier to mobilize UNAP members than unaffiliated supporters when critics make misinformed political attacks against the UN.
- 4. More Members Will Make UNAP a Greater Political Force:** Associations with more members have more influence in Islamabad. Groups with tens or hundreds of thousands of members frequently affect policy decisions and debates. More members mean more respect for UNAP as an organization and your chapter's efforts will help make this a reality.
- 5. More Members Mean More People Will Care About UNAP:** Members feel a greater sense of ownership in UNAP than people who merely attend events without joining. By recruiting members and involving them in chapter activities, you are recruiting people who will care about the local chapter and the entire association.
- 6. More Members Mean Your Chapter Can Attract More Attention:** As a small group, few people know what you are doing, but as you strengthen your membership other organizations and local media outlets tend to pay more attention.



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Why Become a Member of UNAP? *Below are brief points you can use to discuss the benefits of joining UNAP.*

Help Build Support for the United Nations among the Pakistani People

It's easy to talk, but acting gets things done. You can act by joining local and regional events hosted by UNAP's chapters and divisions across the country. Without your involvement in these local educational events, misperceptions about the UN can persist. As a member of UNAP, you can work to inform and shape public opinion at the most fundamental level.

Demonstrate that the Pakistani People Long for Positive Engagement

In the highly globalized and vastly interdependent 21st century, you know the world needs positive engagement from the Pakistan government. One of the most vital tools in ensuring that commitment is the UN. In recognition that change often comes from the bottom up, we individual citizens must personally demonstrate the engagement we would like to see our leaders pursue. There is no greater way to send a message urging cooperation and dialogue than for you to join an internationally-minded civil society organization such as UNAP.

Join a Community of Like-Minded Individuals

Let's face it, not everyone shares our views on what would make the world a better place. That's fine; discourse between individuals is what makes for a vibrant democracy. But isn't it good to brainstorm and converse with people that agree with you on core issues such as the value of diplomacy and participation in international organizations? By becoming a member of UNAP, you are introduced to a network of like-minded individuals that have the energy and inspiration necessary to promote the work of the UN at the grassroots level.

Promote UNAP Programs to Develop Global Citizens

Programs such as *Global Classrooms* and *Student Alliance* educate younger members through activities such as Model UN simulations and activism. You are supporting the next generation of leaders and ensuring that they are fully aware of the global implications and contexts of their decisions.

Support UNAP Publications and a Fresh Perspective on World Affairs

Web publications such as *The World Bulletin* and a *Global Agenda* offer a more in-depth perspective to world affairs than we normally see presented by the media. A world from the perspective of the UN



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differs from the world presented to you by the mainstream media. Gaining this new perspective stretches your belief system beyond the forces of nationalism and into a realm of universal humanism and global connectivity to other cultures, peoples and economies.

Help UNAP Offer Vital Experience for Young Professionals

The UNAP *Young Professionals* program provides emerging leaders with resources to act on issues of national and global importance. Your involvement enables hosting events, coordinating fundraising programs, and at take part in national and international conferences. Members in the 21 to 40 age bracket further hone the skills and knowledge to become the next group of global leaders.

Chapter Membership Growth Guidelines

Chapters are encouraged to use these guidelines to help structure their overall membership programs.

Members are the most important part of UNAP, and building membership is the most important responsibility of our chapters!

We have a huge challenge ahead of us with over 300,000 people in organized anti-UN groups. An objective look at the views of the Pakistani people, however, reveals the anti-UN movement to be the work of a small, outspoken minority. Polls show that the majority of the Pakistanis support the strengthening of the UN, while the supporters of anti-UN groups comprise of less than one tenth of one percent of Pakistan's population.

With your help we can mobilize this majority to voice their opinions and actively support the UN in Pakistan by becoming members of UNAP.

Members bring a broad range of leadership skills to help build the chapter and ensure the succession of chapter board members and committee positions. They also help provide the financial means to strengthen chapter activities and programs. Building chapter membership is key to creating a sustainable and truly effective organization.

Three reasons as to why people are inspired to become members:

1. Ethical - Some people get involved because of a sense of ethical and civic responsibility that comes with being a UNAP member. Working with UNAP is an effective way to make a positive difference in the world.

2. Professional - Some people want to develop new skills, network, build leadership qualities, embrace learning opportunities and have valuable experiences that will help them learn about possible career



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tracks. Membership of UNAP can provide members with this invaluable experience. UNAP gives members the chance to challenge themselves, take on important tasks, and actively learn about the work of the UN.

3. Social - Some people join to meet others with similar values and interests, make new friends, and have fun. Others may join to work on issues that appeal to them personally. They may join to make the chapter more appealing to outsiders, plan varied activities and provide opportunities for members to get to know each other.

4. Intellectual – Some people join organizations such as UNAP because of a general curiosity about the world and an eagerness to learn about current events. These members work to show students and non-students that joining can broaden their horizons and increase their understanding of the world.

Here are a number of recommendations that you can implement in order to build your chapter's membership:

Be Organized and Diligent

Establish a Membership Committee within your chapter. The responsibility of this committee is to establish membership goals and strategies and discuss potential membership challenges. While membership growth is the particular focus of this committee, building membership is the responsibility of the entire chapter.

The Membership Committee should work with the national office to ensure that the chapter's membership records are up-to-date. The committee should also track when memberships are scheduled to expire and invite those members to renew.

The committee should also keep a list of prospective members that may be interested in joining the organization and should directly invite those individuals to join.

Be Proactive

Membership applications should be given to every person who attends a chapter event. A laptop should also be available at the chapter's event registration table for members to join on-the-spot at www.una.org.pk.

Scan local newspapers for the names of influential community leaders; invite them to a meeting, and later follow-up with them via written letter or phone call asking them to join.



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Publicize your events and programs within your community by displaying UNAP information at community centers and public spaces. Make sure that the mission and message of UNAP is clear at all public events.

Utilize internationally recognized days such as UN Day, Human Rights Day, and International Women's Day, for public events and membership building.

Remember—people do not join unless you ask them to! Have a sign-up sheet at all events and encourage people to join UNAP.

Establish a web and social media presence through low-cost formats such as Facebook and Twitter. Update any created page regularly with tips on how people can get involved.

Develop relationships with other local NGOs to co-sponsor events and pursue similar interests.

Make New Members Feel Welcome

Reach out to new members as soon as they join. Make a personal phone call, send a hand-written letter or email.

Educate new members about UNAP by establishing a member mentorship program.

Invite new members to read fact sheets and share information about the UN by visiting UNAP's toolkit online at www.unausa.org/toolkit.

Celebrate new members! Induction ceremonies or new-member events, as well as introducing new members through the chapter's website will make them feel welcome in the chapter.

Have a "Member Spotlight" in your newsletter or online where you highlight one member per month, and ask him or her to address why they joined UNAP.

Engage All Members in Membership Recruitment

Create a "Bring a Guest" day for all members.



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Offer incentives to those members who recruit new members, such as a free registration to a chapter event or program. Recognize those members who recruit new members in the chapter's newsletter or on its website.

Conduct a Membership Survey! Ask members to write down the names of friends, neighbors, colleagues, and business acquaintances that may be approached as prospective members.

Invite Model UN groups from high schools and colleges to give a presentation at meetings.

At the end of each year, re-evaluate your membership growth strategy and make changes where necessary.

How to Recruit and Retain Student Members

Students are commonly regarded as the future of UNAP, below are points on how to attract and keep them as members.

Suggested Methods for attracting student members:

Develop relationships with faculty members at local high schools and universities. Students may come and go, but professors and teachers offer a longer term link to possible student members.

Contact department chairs in disciplines such as Global Studies, Political Science, History, and Economics to see if your chapter can speak to a class about UNAP.

Advertise chapter activities in local campus newspapers.

Participate in "student life" or "student organization fairs" at local universities. Remember to have a sign-up sheet or information request form in order to follow-up with students afterward.

Reach out to existing student groups and see if they would like to co-sponsor an upcoming event.

Develop programs and events with the interests of student audiences in mind and be sure to publicize them appropriately.

Create a chapter internship program consisting of challenging tasks that broaden the students' understanding of the global issues and the UN.

Establish a chapter committee charged specifically with student programming and outreach.



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Suggested Methods for retaining members:

Get to know your student members. Find out what about the UN interests them and get them involved in it.

For each new student member, see if there is someone on the chapter board that can serve as a mentor.

Don't let a student graduate or move away without finding out where they are going. Make sure to keep in contact with the student and see if there is a UNAP chapter where they are relocating to.

Select student members of the week, month or year and publicize their accomplishments. Being recognized increases the chances that a student will pay attention to what the chapter is doing and stay involved.

UNAP Chapter Membership Committee

Each chapter should form a committee to lead the chapter's membership recruitment efforts, and appoint a chair to lead the committee.

Membership Chair: The membership chair is responsible for managing the chapter's membership records and developing a membership growth strategy. Specific responsibilities include: contacting lapsed members, prospective members, and welcoming new members.

Membership Committee Responsibilities:

Establish a membership growth strategy to recruit new members and engage and retain current members.

Develop strategies to increase membership in new and diverse demographics.

Ensure that all chapter programming has a membership building element.

Build awareness that it is the responsibility of each UNAP chapter board member to recruit and engage new members.

Implement a plan to monitor and report progress on membership recruitment efforts, and acknowledge successful recruitment efforts.



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Plan a special event for potential new members with a short orientation program that identifies national and local membership before regular meetings.

Utilize social media to publicize the chapter and its programs, and to recruit new members.

Monitor membership statistics monthly to identify potential problem areas and work proactively to correct them.

Find tabling opportunities. Ask other local programs and community events such as Model to allow you to set up a table where you can distribute information and recruit new members.

Produce a Chapter directory, listing all members including Student Alliance and Model UN members in order to keep individual members connected with one another.

