



How to Ask People to Become Members

“Never think you need to apologize for asking someone to give to a worthy cause, any more than as though you were giving them an opportunity to participate in a high grade investment.”-John D. Rockefeller, Jr.

The INSIDER Technique:

You can use this technique in-person or on the phone, and / or as an informal outline for writing a membership invitation email or letter.

INvite with a question.

Start a conversation and be interested in what the other person has to say.

Example: “Did you see that article in yesterday’s paper about school lunches (or other food issue)?”

Share common experience.

Based on that question, you can discuss common experiences and concerns about the issue(s).

Inform the person about how Slow Food is making a difference.

Now that you have a mutually agreed-upon need in your community, you can introduce Slow Food and what your chapter is doing to make change. Emphasize your personal involvement and support with something like, “It’s just this kind of situation that led me to get involved with Slow Food.”

Describe the threat or urgency.

Reconnect Slow Food with that common experience. You could include general misunderstandings of the issue(s), apathy, financial challenges (ie government subsidies etc), techniques of industrial agriculture, etc.

Explain how they can help.

Offer your volunteer opportunities at gardens, farmers markets, with the chapter office, or ways they can support the movement with personal decisions, like buying local, organic, free-range and/ or grass-fed. Try to tailor your request to the specific talents, skills, interests of that person.

Example: “As a parent of school-age children, your help with the garden will really make a difference.”

Request financial support.

Wrap up and secure the membership. Example: “In addition to these kinds of direct actions, perhaps the simplest yet most important way you can support Slow Food is to become a new member. I’ve been a member for x years and I’m constantly amazed by what the Slow Food community has done (here in our area / in our nation/ globally).”