10 steps to build planning council membership

1. **Invite** colleagues to meetings as potential members.
2. Organize a **member recruitment program** guided by a plan of action.
3. Arm all council members with the information and tools they need to be recruiters and initiate a **membership development** day.
4. Build a reputation as a group that **starts and ends meetings on time** and plans significant, meaningful **agendas that can be accomplished** in the allotted time.
5. Develop a document or presentation that illustrates to prospective members the outcomes of the council's previous work and explain its **contributions to HIV care** in your community.
6. Show a **genuine interest** in prospective members and determine **what information they need** to make a decision about joining.
7. Develop a **council web site** that explains mission, accomplishments, operations, and membership requirements and responsibilities.
8. Submit information about planning council accomplishments and membership needs to local **newspapers, electronic media, and relevant listserves**.
9. Develop a **planning council business card** to hand out at appropriate functions.
10. Wear **"Ask me about being a planning council member" button** at functions and conferences with potential members.

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