

## How can we encourage more Memberships?

- Monthly gatherings
- Advertising
- Workshops on how to use the system
- Spreading the word through other networks
- Information stands at community events
- Brochures and leaflets, postcards, business cards
- Word of Mouth – share with friends
- Promote through Community Centres, Op Shops, Libraries
- Sponsorship month – members can sponsor a new member by paying their m'ship fee with Bartles
- Give LETS vouchers
- Gift memberships – LETS birthday cards
- Help people think of offerings and wants
- Video presentation on the website, not just words, to appeal to younger people
- Use social media to highlight great trades
- Invite neighbours and friends to Trade Events
- Have a good short spiel or “8 second sound bite” to explain LETS
- Themed trade events eg “Clothes Swap”
- Tailor communication to the intended audience eg. Young people may not be interested in traditional social events like trade dinners etc
- Question: Do we need more members?
- Rave on about the benefits
- Write articles for newspapers, sustainability group newsletters etc
- Infiltrate sustainability/environmental groups
- Guest speakers at meetings of Community groups
- Involvement in Community gardens
- Feast and Film Nights – social trade events
- Encourage people running projects to offer jobs for Bartles.
- You-tube videos
- Paper currency may encourage people to participate at first at market events

- Gift services to friends/family using LETS

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