



STORM

Student Training for Officer Responsibilities and Management

Learning Activity Package (LAP) for Instructor

TOPIC: Membership Drives

Session Length: 40 minutes

Resources & Materials needed:

- Powerpoint
- Membership Drives Informational handout
- Membership Drives Action Plans handout
- Pens/Pencils
- Projector
- Marker board & markers
- Candy

Lesson Plan:

- 12 minutes* Introduce self and topic
Review Powerpoint Slides number 1- 11, using Membership Drives Informational handout as your talking points.
- 25 minutes* Explain small group activity –
1. First ask students for examples of activities that they have used to recruit members (these do not necessarily have to be SkillsUSA activities but activities that they have conducted in clubs, church groups, etc.). Students should brainstorm the list a loud and the instructor can record these on the board.
 2. Then give students the handout titled: Membership Drives Action Plans. They are given sample activities that could be included in a membership drive but are encouraged to develop their own ideas.
 3. Explain the Goal: Over a two month period (8 weeks), plan at least 16 recruitment activities. Include names of individuals that will assist in developing each activity (give students a certain number of minutes to work on action plans so that they will have time remaining to share their plans with the entire class). As teams work, walk around the room to ensure that everyone understands the assignment and there are no remaining questions. Candy can be given to teams for making progress as they work.
 4. When teams have completed the Action Plans, have the team come to the front of the room to present their plan. Encourage other teams to write down ideas that they find interesting and could implement in their school.
- 3 minutes* Recap using Powerpoint Slide number 12. Ensure that students leave with a copy of the Membership Drive Informational handout.