



What is power of one?

Your Local Association is only as strong as its membership – through strength in numbers and collective action, we can achieve real change in our workplaces and schools. This Spring, WEAC is asking Locals to sign up at least one new member between April 1 and May 31, 2023. For larger Locals, we challenge you to recruit at least one new member in every building! **There is power in numbers – the Power of One new member can make all the difference!**

Each current member who signs up a new member will be entered to win one of up to ten \$50 gift cards. For each additional member recruited, another entry will be submitted, increasing your chances to win. (To qualify, write “referred by [name]” on the membership agreement.) There is also a space for potential members to enter who they were referred by through our online enrollment at weac.org/joinnow. In addition, Locals that gain more than one member may be featured in Regional newsletters and Facebook Pages!

How to Sign Up

Please confirm with your Region or Urban affiliate participation in the program prior to signing up. Sign up to participate using the QR code on the right, or at weac.org/powerofone

Participants will receive an invite to a Power of One Training which will cover membership recruitment tips and planning. In addition, participants will receive updates on how their Local counterparts are doing in the Power of One campaign and resources to support their efforts.



What Next?

Make a plan for how you will reach out to potential members:

- Engage in one-on-one conversations with potential members. Explain the benefits of membership, discuss some of your Local’s most recent achievements, and share your own reasons for joining.
- Host a member recruitment event or invite potential members to a Local meeting (if permitted). If you’d like to schedule a local event, contact your Regional Director or Organizing Director for assistance with planning.
- If you’re working with a group of members, record your one-on-one conversations and organize notes of who you’ve contacted using a shared google spreadsheet. Again, please contact your WEAC Regional Director or Organizing Director if you need assistance with this step.

- As soon as you receive new member forms mail them to your regional office. If the member signs up online at weac.org/joinnow, you can skip this step!



Questions? Contact Erin Karsten at karstene@weac.org