

How to Promote SMHEA Membership in Your Group

(It's About Our Freedom!)

Continuing rapid increase in the number of home educating families has made it difficult for leaders to manage their time. With all that is involved in keeping your group or activity afloat, promoting SMHEA membership often falls through the cracks resulting in fewer people joining SMHEA and standing with us to protect our freedom. Listed below are some ideas for promoting SMHEA membership :

Designate a person to be the SMHEA Liaison in your group. That person would receive updates from us and be responsible for ensuring that important information was sent through your email lists and that membership was promoted in the group.

Offer a discount in your fees for SMHEA members. Build the discount into your fee structure and notify SMHEA so that we can promote it on the SMHEA [Member Discounts](#) page on the SMHEA websites. Close to 1,000 people visit our websites each month and the Member Discounts page is one of the top 3 most visited pages.

Offer discounts for SMHEA members on activities that you sponsor that are promoted to home educators who are not in your group. If you bring in a speaker or seminar that you want to promote, an SMHEA discount will allow us to post it on the SMHEA websites and on the [Member Discounts](#) page. You get better promotion and we all benefit from the incentive it gives to families to stand with us to protect our freedom.

Invite Cory Bennett, SMHEA President, to speak at a group meeting. He can give a 5-15 minutes SMHEA promo or speak at length on a number of topics. A list possible topics in the Leaders box on the SMHEA.org [Resource Page](#).

Host an SMHEA resource table. at the beginning of the year or of a new semester. Cory or another SMHEA representative could man the table, answer questions, and promote SMHEA membership.

Place links to [SMHEA.org](#) and [Knoxhomeschool.com](#) in prominent places on your group website.

Put reminders to join SMHEA in your group publications and/or articles about the value of SMHEA membership.

Distribute SMHEA [membership forms](#) at your registration meeting and place them on your information table or in parent folders.