



## **MORE PEOPLE = MORE IMPACT**

By: The Social Excellence Project

Membership organizations are made of two things: People and Purpose. A big group of people without a clear purpose is a confused crowd. And a powerful purpose with too few people to advance it, is simply unrealized potential. But when purpose-driven people consistently gather together with others who share the same passion for that purpose... that's what changes the world.

Recruitment, marketing, member on-boarding -- all things related to "organizational growth" -- these things matter because the more people an organization can get to be truly committed to their cause, typically means the more impact the organization can have.

A lot of purpose-driven people are good at the "purpose" part of their organization, but lack some passion, skills, and systems on the "people" part of the organization.

You are probably a purpose-driven person. Don't grow your organization just so it can be bigger. Don't grow your organization so the organization can look "successful" to outsiders. Grow your organization to advance your purpose.

And by the way, "growing your organization" doesn't always mean more official members. Sometimes it means seeking out more people who simply support the group. One thing is for sure... more people who care about a cause leads to more impact around that cause.

