

# Tips, Tools, and Tweaks to Growing Club Membership

## Tips to Attract Potential Members

Moments of Truth – get an accurate view of how people really see your club.

Get buy in from club members – pick a goal – remember minimums are maximums, so aim high.

Pick a date for 2 open houses held back to back. If they cannot attend the first, maybe they can make the second. There is a bonus to this plan. Guests that liked it on the first event can bring more guests to the second.

Try hosting a Speechcraft, 4, 6, 8 (or 1) session.

Pick a chair for each of the open houses, give members a chance to shine.

Get the word out - Create and distribute Business Cards, Brochures, Flyers, invitations – they have to go out to work!

Get information in the paper, on all traditional and social media outlets.

Create a Tight, Well Crafted Agenda – it's a marketing piece you create for each meeting.

Provide Guest Packets – give them something to remember you.

Give new member packets to them the day they join, it helps them to feel connected.

Group onboarding session if you cannot have one-to-one meetings

Ramp up your mentor program by having your mentors trained and ready to go before the open house.

## Tools for Attracting Members:

Create Personalized Communications including Invitations, Business Cards size, Paper, Email pdf.

For corporate clubs, offer the HR department a way to engage new hires during the on boarding process.

Make sure your Club Website is working, up to date and attractive and provides great information.

Social Media is free (mostly) so use it well: Meetup.com, Facebook, LinkedIn, Twitter

Reach out to groups what need speakers or content: Community Company, Organization Newsletters, Local Newspapers and Media

Both Speechcraft and Jobcraft are great ways to help people and make a great PR event for your club.

Use the brochures, flyers, and other Pre created templates offered on the TM website. They are well designed and work – if you get them out.

Guest Packets!!!!!! This is what they take home and it reminds them of your club when they leave.

Follow up. Most people will respond to kind, consistent follow up. It took several invitations to get me to “check it out.”

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### Tweaks to Retaining Members

Present the “Moments of Truth” once every six months to make sure you are staying on your game.

New member packets should help the new member feel like they know what’s going on in the club, include how to log onto Pathways, how to sign up for a role on Free Toast Host or Easy Speak and how to reach club officers.

If you have several people joining at once have a group onboarding session. If there is only one person joining make sure to spend as much time making sure they know the culture of the club.

Have an Advanced Member Mentor program. Just because someone has given three speeches doesn’t mean they know how to achieve DTM.

Have club socials. They are fun and help people bond. People who are socially connected with the group will stay much longer than those who are just here to get a skill and bolt. Have one every 6 months; or even better, once a quarter.

Don’t just have the treasurer chase people for their dues. Have the VPM and Pres work on this too.

Have the VPE know what each person’s goals are so you make sure to deliver on the members expectations. This is also a great place to set up what is expected of the member and to establish goal accountability.

Send out an “in case you missed it email” to make sure members who had to miss the meeting feel included. This is a simple thing the Secretary can do to help with retention.

If someone misses 2 or 3 meetings in a row, have the President call them to make sure to “Stay in Touch.” Yes, that said call, not email, text, or smoke signal. Voices give inflection that typing does not.

### Don’t just invite to join, invite to invite!

Make sure to invite everyone, without judging if you think they will or will not join.

- Spouse or Significant Other
- Coworkers
- Neighbors
- Relatives: children, parents, cousins, aunt, uncle
- Church, Mosque or Synagogue or Temple
- Commuters (bus, train, carpool)
- Friends and acquaintances
- Friends on Facebook, LinkedIn
- Community and Civic Leaders, & Politicians
- PTA, Golf League, Non Profit Volunteers, Rotary, Chamber, Soroptimist, Kiwanis, Lions, Moose, Elks, Eagles...
- Strangers – yes, in the grocery store line