

# MEMBERSHIP RECRUITMENT



There is no magic formula for recruiting members, but there are some basic approaches which other clubs have found can help.

# Workshop Objectives

- To explore the issues surrounding membership recruitment
- Identify strategies for membership recruitment
- Develop an Action Plan to recruit more members for your organisation



# MEMBERSHIP RECRUITMENT

- This is an issue facing clubs across a number of sports
- Many clubs are facing declining membership, and often the age profile of members is increasing.



# Factors That Help an Organisation Keep or Attract New Members

**Organisation's profile**

**Vibrancy**

**Success**

**Facilities and uniform**

**Support mechanisms**

**Development opportunities**

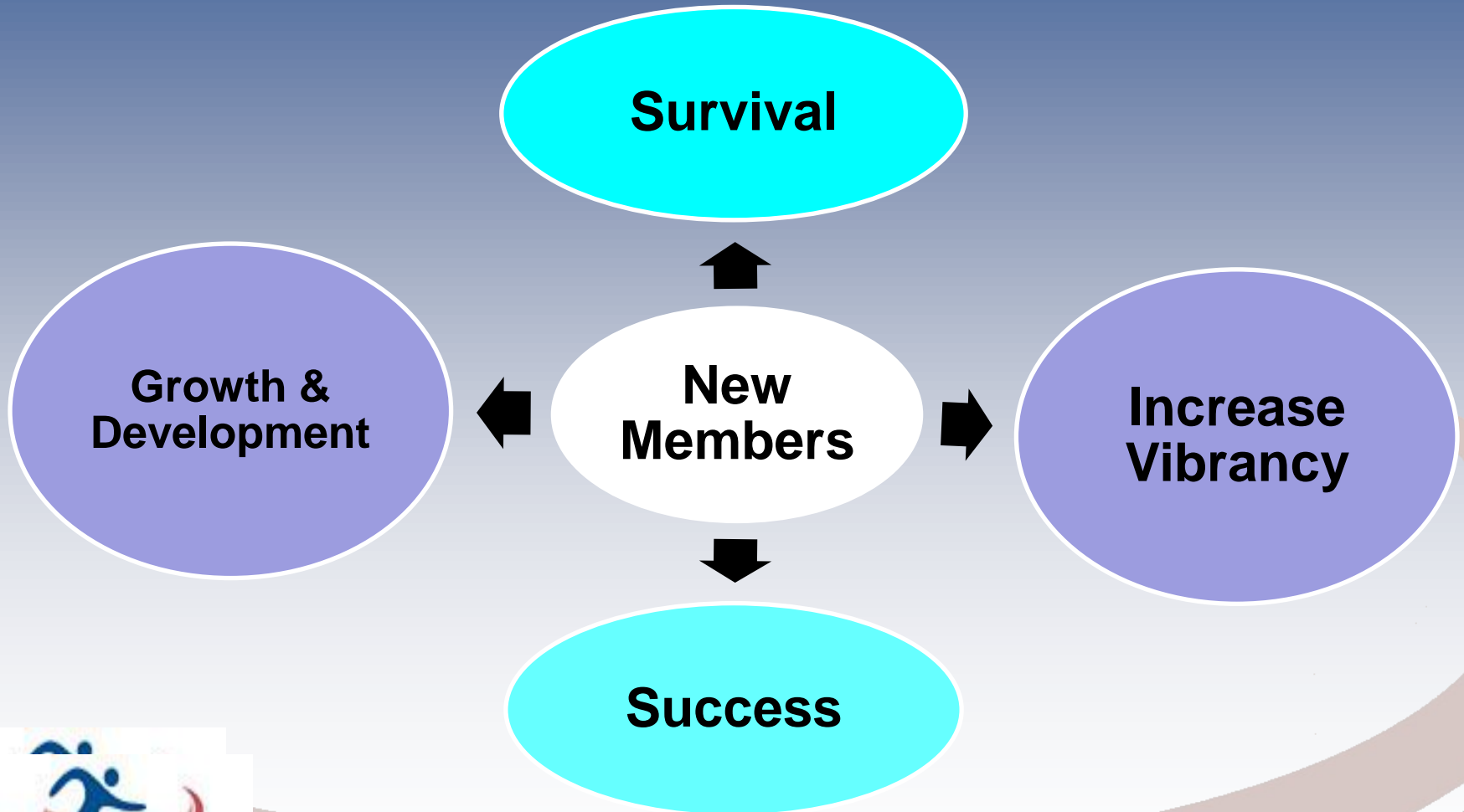
**Social Scene**

**Personnel**

**Financial stability**



# Why are new members needed?



# Who are your current members?

**Pre-School Children**

**School Age Children**

**College Age Students**

**Seniors-Women**

**Seniors-Men**

**Participants with Supported Learning Needs**



# What membership group do you need?

Pre-School Children

School Age Children

College Age Students

Seniors-Women

Seniors-Men

Participants with Supported Learning Needs



Sport Tasman

# What roles will your new members undertake?

**Administrators**

**Players**

**Officials**

**Coaches**

**Managers**

**Ground staff**

**Supporters**





# MEMBERSHIP RECRUITMENT SUGGESTIONS

- Be open and welcoming
- Offer a "professional face"
- Develop marketing materials
- Advertise
- Work with local schools
- Target former members
- Offer discounted fees
- Reduce the initial cost of playing the sport
- Develop a website





# Be Open and Welcoming



**Have open days, or "Come and try" days**

**Demonstrate that the club is welcoming to all community groups**

**Invite prospective members to meet with current members.**

**Offer trial memberships on a reduced cost basis.**

**Have volunteers from the club attend promotional activities on behalf of the club.**

**Host open competition which non-members can take part in.**



# Offer a “professional face”

- ✓ Appear business like
- ✓ Respond to enquiries promptly
- ✓ Produce information that looks professional and is accurate and well written



# Develop Marketing Strategies

## Communications planner

**Bring a friend**

**Open days**

**Brochures**

**Leaflets**

**Develop a membership working  
group**

**Advertise & build on club success**

**Taster sessions**



# Advertise



**RADIOLIVE**

BLenheim 95.3FM  
PICTON 92.3FM  
KAIKOURA 89.1FM

SERVING THE DISTRICT SINCE 1841  
**The Nelson Mail**

**The Marlborough Express**  
YOUR LOCAL NEWS PAPER

**MORE FM**



**Sport Tasman**



# Work with local schools



- ✓ • Establish links
- ✓ • Introduce students to your sport
- ✓ • Schools benefit from coaching & access to facilities
- ✓ • Clubs can increase their membership

# Target Former Members



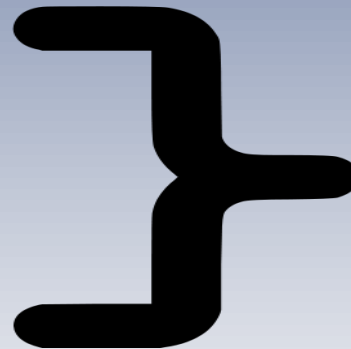
Leaflet drops



Letters



Adverts



Encourage  
former  
members to  
rejoin



# Reduce Initial Costs

- Discounted memberships
- Lend equipment
- Remove joining fees
- Implement a second hand boot room and gear room





# Develop a website

- ✓ Maintain it and update it regularly
- ✓ Keep it looking professional
- ✓ Use it for marketing
  - advertising
  - news items
  - competition information





# NEW MEMBER INDUCTION

## *Welcome Pack Contents*



- A brief history of the club.
- A welcome letter from the chairperson.
- The mission and vision statement of the club.
- The club handbook, or list of rules.
- Details of the club programme with dates, times and locations.
- A calendar of training events and matches.
- Information about the league and competition structures.
- Contact details for the national sporting organisation.
- Copies of significant policies, such as the child protection policy or the health and safety policy.
- A list of officers or coaches and the tasks they undertake.



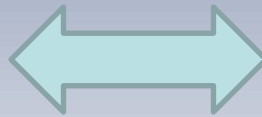
# CURRENT MEMBERSHIP

*where did they come from:*

- By word-of-mouth from family or friend.
- By introduction by another member.
- Via a response to advert or poster
- After contacting the national sporting organisation for the sport.
- After contacting the local regional sports trust.
- By searching on the internet.
- After contacting a sports development officer or local authority.
- After contacting the local authority.



# CLUB/SCHOOL LINKS





# CLUB/SCHOOL LINKS



- Assist in the provision of additional sporting opportunities
- Identify the gaps in school provision
- Identify how the club and school can work together to complement the school sports programme





# Benefits for the school



- Specialist coaching
- Increased range of sports available for students.
- Access to specialist facilities & coaching
- Contribute to a young person's social and personal development
- Raise the school profile
- Clear pathways for children to continue participating in sport outside of school.
- Improved performance and sporting success
- Increase in the number of children keeping active, fit and healthy.
- Positive community image.





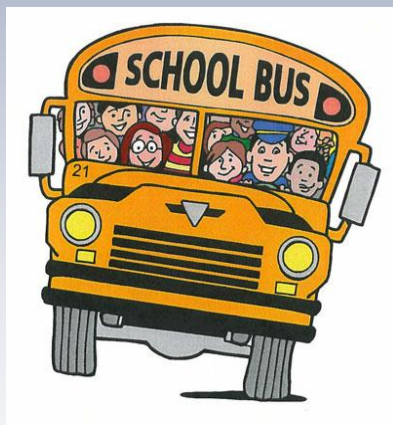
# Benefits for the club



- Raise the club profile.
- Boost junior and senior membership.
- Potential new income from new participants.
- New opportunities for children to develop through 'your' sport.
- Potential to share resources - equipment, facilities, coaching expertise.
- Access to additional facilities.
- Coach and volunteer development.



# DEVELOPING SCHOOL LINKS



## Key steps to developing school links:

- **Who** do we want to link up with and why?
- **What** ideas do we have for the partnership?
- **What** information do we need from the school?
- **How** will we make contact?
- **What** can we offer the partnership?
- **How** will we need to manage and promote the links?





# School Community Links



The coach, club and school should agree a form of contract which outlines:

- ✓ School expectations during curriculum time.
- ✓ After school time activities.

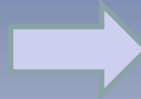
**There should also be;**

- ✓ Risk assessments and a user agreement before commencing any school activity.



# Keeping track of your members

Membership forms



- **Junior / Senior Players**
- **Volunteers including;**
  - Administrators**
  - Coaches**
  - Managers**
  - Officials**

Data base to hold members details



- **Name**
- **DOB**
- **Address**
- **Experience/Qualifications appropriate to the role**
- **Role/Playing Position**
- **Parent/caregiver (where appropriate)**
- **Contact phone numbers**



# MEMBERSHIP

## *A Simple Data Base*

Name	Address	DOB	Experience/ Qualifications	Role/ Position	Parent Caregiver	Contact Details
John Smith	27 Town Street	4/4/76	3 years senior A player Coach level 2	Hooker	Bob Smith, Father	Ph 543 9678 Mob: Email:
Billy Harden	15 Outhouse Road	23/8/75	1 Year senior B	Flanker	Millie Harden Wife.	Ph 567 9043 Mob: Email:

# MEMBERSHIP / REGISTRATION FORMS

ON – LINE or PAPER BASED

SUGGESTED CONTENT



**Personal Details – Name, address, DOB**  
**Experience/Qualifications appropriate to the role**  
**Role/Playing Position**  
**Parent/caregiver (where appropriate)**  
**Contact phone numbers**



# ACTION PLAN

Target	Action	Responsibility	Timescale	Costs
Recruit at least 10 new junior members	<p>Improve club promotion and marketing</p> <p>Hold open event come &amp; try coach sessions.</p> <p>Posters on club notice board.</p> <p>Match report in local media.</p>	Head Coach (Juniors)	dd/mm/yy	Printing \$30.00
Recruit at least 5 - 10 male / female senior members	<p>Improve promotion/ marketing/ media attention Directly ask members to recruit Posters on club notice board</p>	Club captain	dd/mm/yy	Printing \$20.00





## SUPPORT FROM THE SPORT TASMAN

- Sport Tasman has offices in Nelson, Blenheim, Richmond, Motueka and Westport.
- You should never hesitate to ask for assistance

***We are here to help you.***

(ph) 03 546 7910