

**SportAssist**  
**Activity Booklet**  
Membership Recruitment



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**SportAssist**  
**Activity Booklet**  
**Membership Recruitment**

**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





**Activity 1-Who are our Club Members and why do we need to recruit more?**

Working as part of a group identify:

- (a) What factors determine whether an organisation recruits new members or keeps existing ones?
- (b) Why it is important for sports clubs to recruit new members.
- (c) Details of the membership base that contributes to the success and survival of your club or organisation. Who are you currently catering for?
- (d) What membership group(s) do you need to attract and why ?

Notes



**Activity 2-Approaches to Membership Recruitment**



There are a variety of ways to recruit new members, some of which are included in the table below. As part of the process of recruiting members discuss the following approaches and prioritise them for your organisation where 1 is high and 5 is low;

<b>Approach</b>	<b>How this could be achieved</b>	<b>Priority</b>
<b>Be open and welcoming</b>		
<b>Offer a professional face</b>		
<b>Develop marketing strategies specific to a membership type</b>		
<b>Advertise</b>		
<b>Build links with schools</b>		

Approach	How this could be achieved	Priority
Target former members		
Competitive Fees (comparative to the service level provided and to maintain sustainability)		
Develop a website		
Other approaches?		



### **Activity 3-Membership Recruitment Strategies**

Some clubs have developed a membership or recruitment strategy, which clearly sets out how the club will target new members and what the costs are likely to be.

Whilst some member recruitment happens of its own accord, it's often worthwhile to create a more pro-active plan to attract new members and particularly those that are not currently catered for.

A useful starting point is to discover how your existing members found out about the club. Knowing this information will help you decide where best to focus your future recruitment efforts, either because that route works well, or because you've identified a gap in your publicity.

(a) In your groups identify where your current membership came from.

Notes

(b) In your groups use flipchart paper to work on an outline for one of the following recruitment activities, details of which you will be expected to share with other groups;

- (i) "Bring a Friend" open day/night
- (ii) Leaflet, poster, flyer or press release
- (iii) Club website
- (iv) Your own idea

Notes

(c) Participate in a small group discussion to examine how members can be managed through a **selected** key stage in the *Membership Management Process* diagram. Be prepared to share your ideas with other group members, using the flipchart paper provided. As the first part of the process, recruitment, was discussed in depth earlier please focus on the other stages in the diagram;

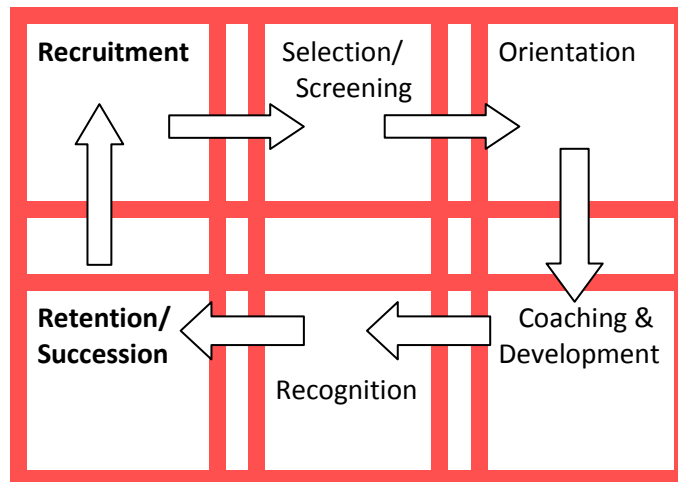
### Topics

- i. Discuss the selection and screening of members.
- ii. Discuss the orientation process for new members.
- iii. Discuss the process of coaching, training and developing members.
- iv. Discuss the process of recognising the contribution of members.

*N.B The retention process will be addressed at a later stage in this activity booklet.*

### [The Membership Management Process](#)





- **Recruitment:** The process of attracting new members to your club.
- **Selection/Screening:** Make sure you can cater for the new members' requirements and have processes in place to ensure this happens.
- **Orientation:** Once a member has joined your organisation, make sure they settle in, feel well informed and valued
- **Training, Coaching / Development:** Provide the opportunities for the members to gain the knowledge and skills to perform to the best of their ability.
- **Recognition:** Make sure that all your members know that they are appreciated and their work is valued by the Club.
- **Retention/Succession:** Keeping your members and managing the process of members leaving you Club so that it has as little impact as possible on the running of the Club.

Notes



#### **Activity 4- New Member Induction Pack**

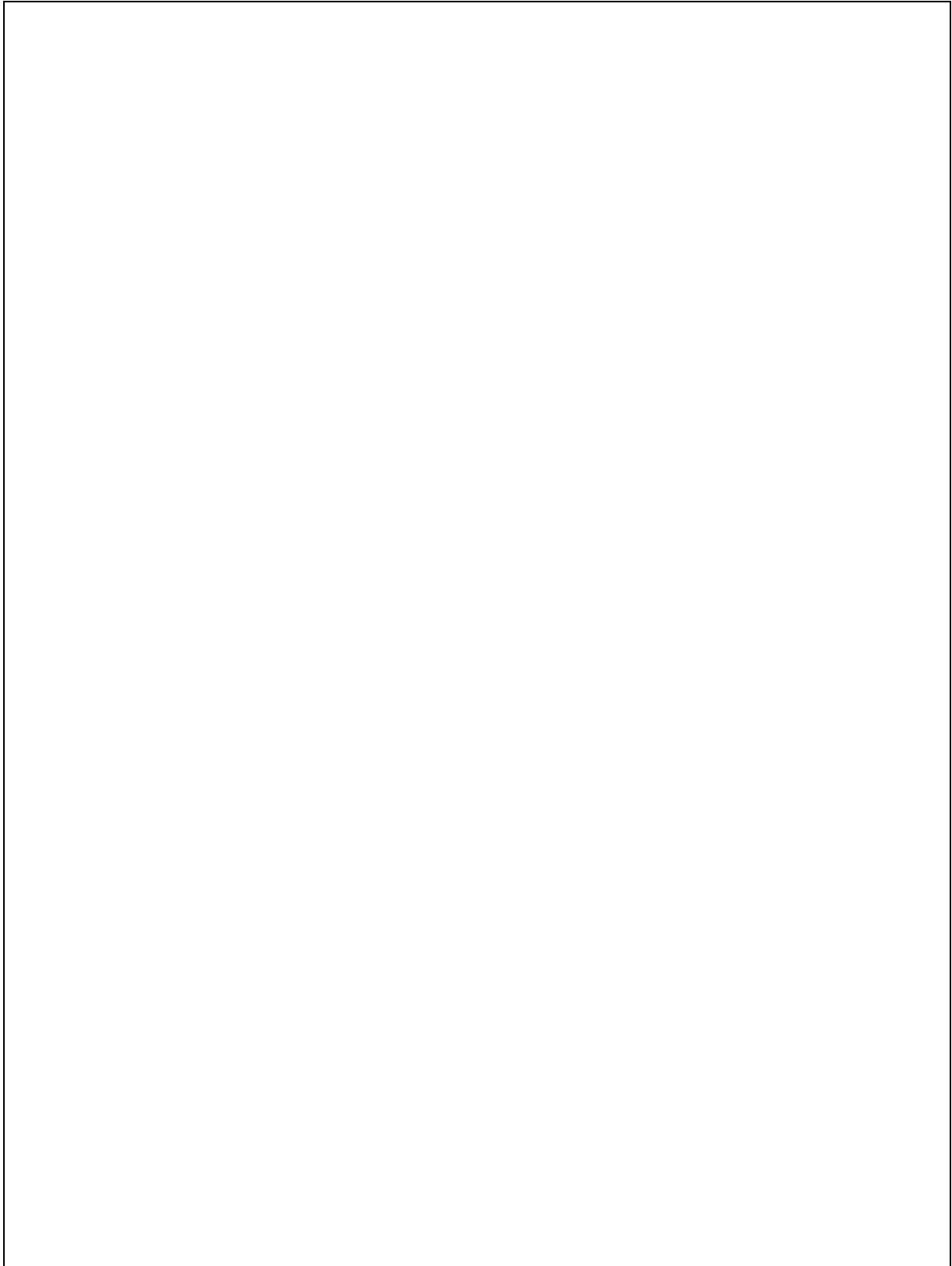
Draft an outline of a welcome pack that could be given to new members as part of their induction to your organisation. You could do this as part of a group and then share your ideas with others. Some broad areas have been identified, though you could add more or remove those that are of little relevance to your organisation. These areas are in no specific order.

- Front cover
- Welcome
- Membership Conduct
- Club procedures
- Who's who guide
- Current membership
- The history, structure, colours and size of the club
- Dates and times of practices and competitions
- Schedule of club fees and what are they used for
- Details of any fund-raising events
- Fixtures and competitions
- Services provided
- Club values, mission and vision
- Other ideas?

Notes



**Sport Tasman**





Task 5-School-Club Links



One of the club's first points of contact for new members could be the local schools. A club should be able to make a strong case for developing links with the local school as there are many benefits to be gained by both the school and the club. In order to assist in the provision of additional sporting opportunities clubs are encouraged to make contact with their local schools. By making contact, the club can identify the gaps in school provision and also identify how the club and school can work together to complement the school sports programme and fill the gaps.

- (a) Identify the benefits for the **school** as far as developing a club-school link is concerned.

Notes

(b) Identify the benefits for the **club** as far as developing a club-school link is concerned.

Notes

(c) Give examples of potential club to school links

Notes



Task 6: - Keeping Track of Your Members

Once your membership starts to grow, you'll require some form of membership form and a database to keep track of all your member details. There are several software programs that can do this and some clubs are exploring online membership databases where members can update their own details. For very small clubs, you can establish a simple membership record using a spreadsheet programme, with one row per member and each column capturing a different data field .

(a) In your groups work on an outline for any one of the following activities;

- (i) Membership form for junior players/participants
- (ii) Membership form for adult players/participants
- (iii) Membership form for volunteers that might cover administration, committee members, supporters, coaches, officials.
- (iv) Data base for holding membership details
- (v) Parental consent form for junior members

Notes

Notes

(b) Identify the advantages of maintaining membership records in a database.

Notes



**Activity 7 - "Holding on to your Members"**

(a) Once you've got your members it is important to keep hold of them. Identify any retention strategies for keeping hold of;

- (i) Your adult playing membership.
- (ii) Your junior playing membership.
- (iii) Your volunteer administrators
- (iv) Your match/competition officials

Notes

- (c) Draft an outline of a stakeholder survey that could be used to establish the level of satisfaction within your organisation.



Notes



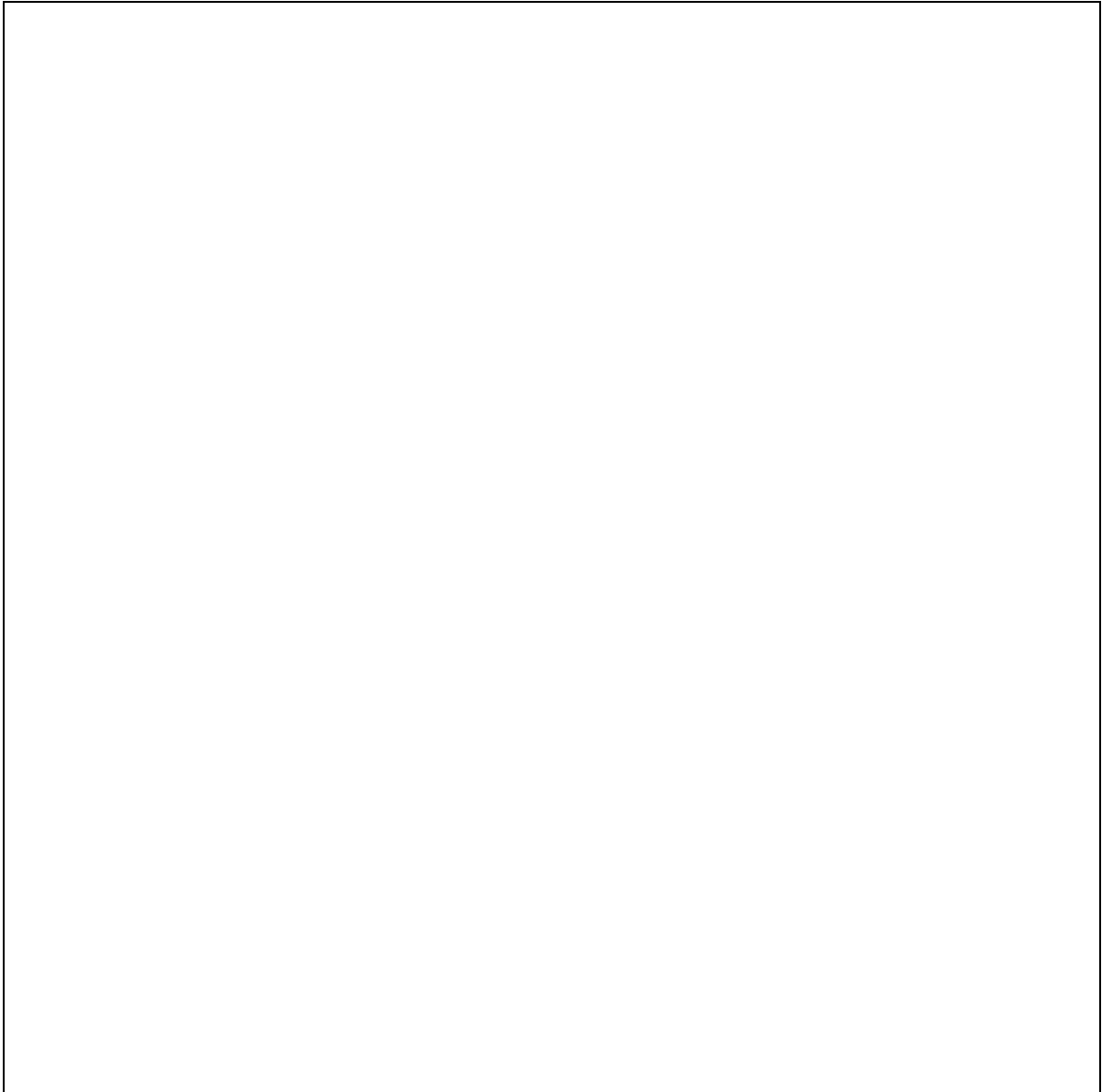
**Activity 8: Membership Recruitment Action Plan**

Organising a *membership working group* to develop and oversee a membership recruitment action plan can be a positive activity to increase club membership. Working as part of a group draft an outline membership recruitment action plan, an example of which is given below;

### Membership Recruitment Action Plan

Target	Action	Responsibility	Timescale	Costs
Recruit at least 10 new junior members	<ul style="list-style-type: none"> <li>• Improve and increase club promotion and marketing</li> <li>• Hold open event/ trials/ come &amp; try coaching sessions/ festival/ friendly league.</li> <li>• Posters on club notice board.</li> <li>• Match report in local media.</li> <li>• Partnerships: sports development/ local schools/ feeder clubs/ leisure centres</li> </ul>	Head Coach (Juniors)	dd/mm/yy	Printing \$30.00
Recruit at least 5 - 10 male / female senior members	<ul style="list-style-type: none"> <li>• Improve club promotion/ marketing/ media attention</li> <li>• Directly ask members to recruit</li> <li>• Posters on club notice board</li> <li>• Partnerships: sports development/ local schools/ feeder clubs/ leisure centres</li> </ul>	Club captain	dd/mm/yy	Printing \$20.00

Notes



## Appendix

- Sample Registration Forms
- Sample Membership Recruitment Action Plan Template

Sample Members Registration Form  
(On-line version)

## Player Registration

Fill out this form to register for this season. Please register early to make it easy for the selectors to organise the teams.

**Please complete ALL parts of the form**

Role

Player   
  Coach   
  Administrator  
 Official   
  Committee   
  Manager  
 Volunteer

First name

Last name

Email address

Date of birth

Sex

Address 

▲  
▼  
◀ ▶

Suburb

Town/City

Phone

Phone 2

Previous team



Club / School

Senior

Second Grade

Third grade

Parent/guardian

Parent/guardian phone

Emergency contact

Emergency contact phone

Terms and Conditions

I agree to abide by the Code of conduct of .....(Club) and the (code's) playing conditions. All information gathered is confidential and for club use only

I accept

Register



**SAMPLE MEMBERSHIP FORM**

**Personal Details:**

Name: .....  
Male/Female: .....  
Age: .....  
Date of Birth: .....  
Address: .....  
.....  
Postcode: .....  
Tel (h): .....  
Tel (w): .....  
E-mail: .....

**Medical/Injury Details:**

Detail any medical conditions/allergies that we should be aware of?  
.....  
Please provide details of medication that must be administered:  
.....  
Do you have any past or current injuries that we should be aware of?  
.....  
If yes, please provide further details:  
.....  
These details may need to be passed on to .....  
(Insert name/s of coach, team manager, appropriate club staff).

**Emergency Contacts:**

Name: .....  
Address: .....  
.....  
.....  
Postcode...  
Relationship: .....  
Tel (m).....  
Tel (h): .....  
Tel (w).....

**Previous Playing Career:**

School: .....  
Previous Clubs:  
.....  
County/ Regional/ National?  
.....



**SAMPLE MEMBERSHIP FORM (2)**

**Further information:**

Do you have a coaching qualification?

.....

If Yes, please provide details:

.....

.....

Do you have an official's qualification?

.....

If Yes, please provide details:

.....

.....

Would you be prepared to become a volunteer helper at our club?

.....

.....

If yes ..... our volunteer co-ordinator/ head coach will contact you.

Membership Fees:		
Member	Fee	Please tick
Senior	\$x	
Students	\$x	
Under 18's	\$x	
Non-Playing	\$x	

Signed: ..... Date: .....

**For members under 18:**

Parent or Guardian Name (block capital):

.....

Signed: .....

Date.....



## Sample Template for Membership Recruitment Action Plan

Target	Action	Responsibility	Timescale	Costs