

Recruitment Strategies & Demographic Review

July 18, 2020

NEXT TRAINING SEPTEMBER 19: Branding tools, Membership Guide, Promotion kit

We will coordinate delivery of these items prior to the September meeting so that you have them in time for the meeting. The discussion will occur online but you will need your kits for the meeting.

Every club is different, and every club has a mindset. Our first goal in Membership is to understand the mindset and help nudge it in the direction of continuous action. This does not necessarily mean change. Action is the key to membership.



1



2



3

Last month we discussed the Club Assessment and Prospective Member Survey. These two tools will help us know our club better. As the slide indicates, Membership is shaped by the needs of each generation. Each generation will come to our clubs and see something different when they walk thru the door. What do people see when they walk in to your club meetings? What will they believe the personality of your club is when they engage with you? This is a part of the branding you create that will get shared.

Before we look at specific key performance indicators, demographics, and strategies we need to fully understand who our club is, what our current members are looking for (retention), and what “fit” is created for new members. This truly begins the dialog in your discussion with your Executive Board. Membership is so much more than just adding a warm body to your numbers.

- Membership is about Retention and Member Satisfaction of existing members.
- Membership is about bringing new members in and having an environment that makes them feel welcomed, heard, and understood.
- Membership is about giving members a voice so they feel appreciated – it is only in your collective genius that the club will grow and continue to be vibrant. Multiple voices feeling valued creates the “buzz”
- Membership is about acclimating new members to a club where their passions for service and club sections can come to life. We stay where we know we are welcome and where we fit.
- Membership, now especially, is about connecting (virtual, online, phone, snail mail)



Nonprofits, like For profits, need to understand the key performance indicators (KPI) that drive their success. As you review ideas for membership and the club, please also consider these KPI's.

Track your membership: Understanding the ebb and flow of your membership directly impacts membership in your club. When we look at these numbers at a high-level we can begin to see trends within the club. Year-over-year growth is a club that has best practices that we should look at, learn, and share. Clubs with stable

membership we need to share their retention strategies after looking at their incoming vs outgoing numbers. Are they static due to retention or are they simply replacing lost members. Both instances tell different stories. Clubs with year-over-year losses could be a function of the average age of the club, health issues, relocation issues, etc.

Set a goal: Our goals need to be more than just “grow our club”. We need to be more specific so that we can create the necessary actions to ensure success. When you take a trip, you plan the mode of transportation, hotel, spending, route, etc. This ensures a wonderful trip. If you just said “We are going to take a trip”, that would lead to challenges, frustration, and a not so wonderful experience. Talk with your boards and find out what your real goal is for membership. Do you want to bring in 5 new members that have experience in Education? Do you want to bring in 2 new members with experience in HR, 1 new member with experience in public service, 2 new members with experience in Art? Be specific and know why.

Create Diversity. Does your membership campaign balance the diversity in the club? It is important to balance gender, culture, professions, interests, etc. This coupled with the other KPI's will help you grow your club methodically and with great opportunities for Retention.

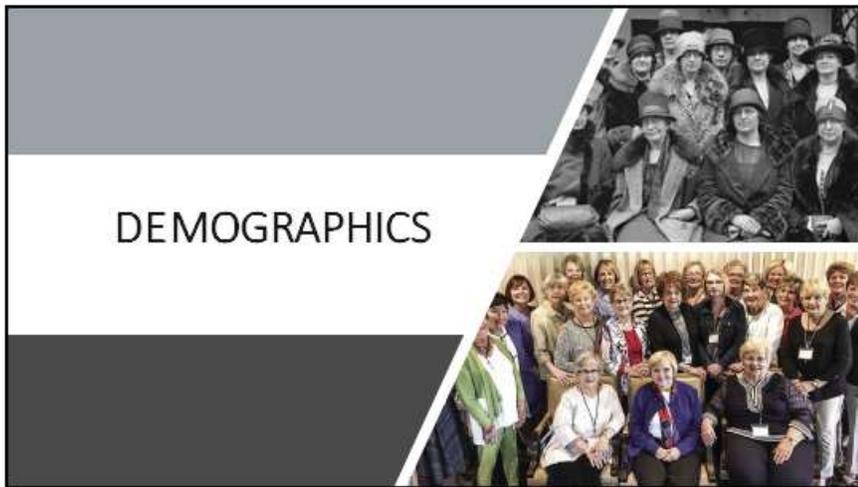
Are you relevant? Take a deep dive into your club and ask yourselves how your current structure, sections, meetings, etc is relevant in your local community, with current and prospective members, with your community. Remember, we don't just want any warm body, we want individuals that are like-minded but with diverse interests and experience to help create a vibrant club.

Are you Flexible? How are you adapting to COVID-19? Younger member needs? Social Distancing? Evolving Member needs? These are the hard questions that need to be discussed.

Are you Social?

- 1) Retention: Many of our elder members are not familiar and not comfortable with Social Media platforms. We can help these members attend meetings by using Zoom, Go To Meeting, WebEx, etc. There are dozens of platforms used today for virtual meetings. Perhaps have the members get their kids or grandkids to help them dial in. Or if they are not comfortable using a computer, let them call in so they can at least connect with audio. Those members that are comfortable, use the platforms to engage their senses and their action.
- 2) Prospective Members: Recruit members that are knowledge experts with the online platforms. People want to go where they can be utilized and are needed. Needing help with your club in these areas is a great recruitment tool for prospective members.

Every tool has a unique purpose for each club.



Who we are today is very different from who we were when the organization first began. We are not who we were 10 years ago, 5 years ago, 1 year ago. Times change and we need to evolve with the times. Our membership efforts are no different.

5

Calendar Year End								CATEGORICAL RANKING	
Dec	Dec	Dec	Dec	Dec	Dec	Dec	June		
2013	2014	2015	2016	2017	2018	2019	2020		
26	62	62	62	43	50	44	39	None	City
33	36	39	36	59	37	36	39	None	Demographics
75	70	70	70	53	54	60	50	Gender balance and median age split	Age Codes
44	36	36	36	30	30	20	19		ZIP codes
110	101	104	101	89	113	99	82		ZIP codes
31	33	33	33	31	32	34	34		ZIP codes
67	67	67	67	62	63	53	36		ZIP codes
26	34	34	34	29	30	29	25		ZIP codes
71	71	71	71	75	68	71			ZIP codes
48	46	46	46	37	69	47	28		ZIP codes
15	17	17	17	12	11	13	12		ZIP codes
17	24	24	24	34	22	22	29		ZIP codes
35	36	36	35	34	45	50	47		ZIP codes
64	58	56	58	54	55	65	56		ZIP codes
28	35	35	35	15	34	20	9		ZIP codes
					22	30	34		ZIP codes
46	41	41	41	30	21	23			ZIP codes
30	32	32	32	100	110	80	41		ZIP codes
29	13	26	13	14	18	15	19		ZIP codes
110	105	105	105	114	119	117	112		ZIP codes
					63	37	14		ZIP codes
25	26	26	26	20	19	14	15		ZIP codes
107	84	84	84	79	91	96	76		ZIP codes

During the online presentation we reviewed details of the demographics. For purposes of the speaker notes we have removed the zip code and club name to keep club privacy.

The key to demographics is knowing your club and your community. In the left column you can see how specific demographics can be utilized by your club to help with retention and new member recruitment.

6

I am open to one-on-one meetings with clubs to discuss their specific demographics and create additional ideas to help with your specific club growth and membership strategies. Feel free to email me at wcwclu65@gmail.com to schedule a time to meet virtually, have a call, or discuss through email.

Prospective Member Strategies:

These are general ideas on how to recruit new members for your club. Use these ideas to start the dialog in your club and create your own membership plan. Feel free to use these ideas, modify and adjust to meet your specific club needs. Please contact me at wcwclu65@gmail.com if you would like further clarification or want to discuss any of these ideas.

- Potential members may be your friends, business acquaintances, family members, someone you just met.
- Invite prospective members to club events
- Invite individuals regularly featured in the news for their service activities
- Create a satellite club (Young Professionals or meeting time based)
- Utilize Social Media like Meet Up to engage unknown prospective members
- Match professionals to club sections (Artists, Educators, Bankers, Public Servants, etc)
- Recognize a local figure in the media and ask them to join your club.
- Invite professionals you need to fill gaps in the club
- Work with your city officials to create a community group meeting – prospective members can be found in existing Associations
- Brand your club with materials and creative promotional items (i.e. fan, fruit bags, cutlery, window covers, bicycle helmets, Girl Scouts patch)
- Host a scholarship related event at the local high school – parents are a great pool to draw from.
- Have a club assembly and invite local stakeholders to participate
- Invite the local Chamber/Business Association to become a member – growth will be inevitable
- Host a Focus Group on Womans issues
- Host a voter registration event
- Present frequently during City Council meetings and invite the public
- Actively engage in relevant activities (i.e. COVID-19, Social Justice, Early Learning, Drug Awareness campaigns, etc)
- Create a membership for Corporate members giving flexibility to rotate participation
- Partner with Booster Clubs/PTA's/PTO's to provide snacks at events
- Host a Game Day in lieu of a meeting and have members invite their friends
- Host a group as a club meeting (i.e. Foster parent resources, mental wellness resources, elder fraud, etc). Attendees are all prospective members – “If you build it, they will come”

