How to keep your members engaged

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How to keep busy members in your club? And (maybe) attract new ones.

There is no magic bullet, for sure!

But flexibility is the buzz word when it comes to organizing a journey, working along hosts/ambassadors, as our club usually does.
Let’s open our minds!

Most of the leaders around the world have been members of the Friendship Force for a very long time.

If we want to change anything in our clubs, first of all we have to change the vision we have of our clubs.
Then, it is no news to say that today we have been doing things the same way we did 20, 30 years ago. It is easier and... comfortable!

“our comfort zones are designed to be stretched, questioned & challenged, but the only person who can do that is you.”

Katie Kirsch
When we have a successful recipe, the only thing we need to do is to keep following it.
But ingredients change, tastes change, people change.

Without notice, the once successful recipe starts failing.

Then, it’s time to upgrade it, modernize it, adapt it, and make it shine again.
We used to have club meetings in a member’s home, with refreshments and biscuits.

Now, we meet at bars and restaurants, where people can have tea, beer, a glass of wine, or a sandwich on his/her expense.
It makes the get-together more interesting and you can attract more like-minded people to the mission of the FF.
For instance, when we were had a journey to Germany, we had two meetings in German restaurants, where we ate German food, had German beer and took pictures of the typically dressed waitresses.

It made people feel like visiting the real place and meeting real Germans.
How to plan club activities when the members are so busy?

Social media may be an interesting idea.
- WhatsApp can help you a lot.

Our club creates a new WhatsApp group for every new journey!
I invite you to create a new recipe for your club!
THANK YOU!

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