The ‘Taupo Experience’

Membership Recruitment Plan.

friendship force

Experience different views. Discover common ground.
Taupo Club Background

• Development of plan.
• Results from other NZ Clubs.
Preamble

- Ageing of Members Problem.
- Selling the Organisation.
- Avoids Fear of Rejection
- Outstanding Organisation, Outstanding Club, Why Miss Out?
First Steps

• Decide to actually do something.
• Appoint MD who is a Club Driver.
  • Add three Top Helpers.
• Adopt the ‘Information Evening’ Concept.
  • Provide Funds
• Keep Members Informed.
Getting Names to Invite

• Not as difficult as you might think.
• Ask Members to Provide Names of Acquaintances.
  • Those who Might be Interested.
• Don’t Decide for these People.
• Don’t Approach these People.
Approval of Invitees

• Board Approval for Membership.
  • Are then considered ‘Pre Approved’
The Invitation

• Colourful and Inviting.
  • As Ambassadors.
  • As Hosts
The Mailing Process

• Mail Three Weeks Prior.
• Phone Ten Days Prior
  • Yes or No,
• And Follow up Questions.
  • Success Rate.
Plan Your Evening  (Part 1)

• The Vital Step – Don’t Blow It.
  • Not Cheap Name Badge.
• One Hour Only – Any longer is Boring.
• Break in Middle for Drinks & Discussion.
Plan Your Evening  \textit{(Part 2)}

- 4-5 Younger Enthusiastic Members.
- Don’t Present Your Club as Old.
- Experiences, Not Travelogue.
- Written Down and Read.
- Rehearsed Prior.
Plan Your Evening  (Part 3)

• Question Time near end.
  • Strong Summing Up.
• Lucky Bottle(s) of Wine.
• Pack of Forms to Take Away.
The Follow Up

• Another Vital Step
• Contact Them a Few Days Later.
  • Do This and Most Will Join.
• Don’t do This and Most Will Get Away.
You’ve got ‘em, now keep ‘em

• Involve Them
• Buddy Them With Board.
• Invite Them to Socials or Board
• Priority Hosting
Does it Work?

• You bet it does.
• If This Formula is followed.
• If Your Board Supports.
• If Presentation is Professional.
• If You Present as Special
So

• Go
• Get
• Them!