

How Clubs Try to Increase Membership

- ❖ Run a Come and Try Day prior to the start of the season
- ❖ Advertise through Community News
- ❖ Ask all of your members to place a club recruiting message on their face book or social networking pages
- ❖ Run a Bring a Friend Open Day – buy one get one free,
- ❖ Host an introductory evening for potential members
- ❖ Place information in school newsletters
- ❖ Survey members to find out why and how they came to club
- ❖ Show off your strengths, take and post photographs
- ❖ Have induction strategies – introduce new members to others and look after them
- ❖ Make new members familiar with the club and how it runs
- ❖ Conduct specific programs / activities for women, beginners, veterans
- ❖ Target specific groups – age / gender – offer different versions of your sport e.g. social competitions
- ❖ Conduct open facility days
- ❖ Link up with after school activities already conducted in local schools
- ❖ Run holiday program activities / clinics at the club prior to season start
- ❖ Social days – promote family involvement – could have activities away from usual venue, and not necessarily a fundraiser
- ❖ Conduct trial or taster days – try before you buy
- ❖ Conduct free coaching clinics
- ❖ Run Family Fun Days – BBQ – play sport – advertise in local paper
- ❖ Ring and invite people personally
- ❖ Provide incentives to join
- ❖ Link with schools
- ❖ Link merchandise with membership e.g. give juniors hats and t-shirts that form their uniform
- ❖ Develop reciprocal membership arrangements with other clubs
- ❖ Work together with other sporting clubs / groups
- ❖ Change culture of club to one that is supportive of all people
- ❖ Develop activities to encourage corporate involvement – business teams
- ❖ Adopt a step by step approach e.g. conduct a one off event that leads into a short supported season (low cost, no uniform..) and lead this into a full membership
- ❖ Get quotes from members - testimonials
- ❖ Invite grandparents and grandchildren
- ❖ Offer side-line participation at half time for spectators, parents etc
- ❖ Have kids as ambassadors
- ❖ Invite a guest speaker of community interest to your club and invite the community
- ❖ Track success - “how did you hear about us?”