

Marketing and Membership sub Committee

Membership Recruitment and Retention Work Plan 2011

MMSC
3/1/2011
Final

Membership Recruitment and Retention Work Plan 2011

OBJECTIVE

To produce an approved Membership Recruitment and Retention Plan by Dec. 2011 that will describe the generic programs that need to be undertaken to stabilize membership at 400 people by 2016.

<u>ISSUES</u>	<u>CURRENT STATUS/NEEDS</u>	<u>GOALS</u>	<u>ACTIVITIES</u>	<u>PROGRESS</u>
<p>Target Group Who are our targets - which individuals, groups, organizations do we hope to recruit or retain? Are we clear about how many members we want, how many we need to recruit and/or retain. What is the big picture potential for recruitment- what is the population growth in our market area?</p>	<ul style="list-style-type: none"> - An informal identification of target groups has been undertaken during the past year. - no demographic study, or data collection of what our overall potential growth could be. Need to collect population forecasts and understand general growth of curling as a sport. - We need data on why members 	<ul style="list-style-type: none"> - To put in place by Dec. 2011 a process that will provide annual updates of demographic data and data about our potential market required for planning marketing activities. 	<p>Develop a more detailed profile of our membership and targets for membership,</p> <p>Develop methods to collect demographic data about the community and the community's preferences for entertainment.</p> <p>Determine the optimum membership for</p>	<p>Ken is producing detailed membership reports which give a good picture of current and past statistics including demographic information. He is increasing the amount of detail collected.</p>

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<p>What is our capture rate and how can it be improved. What is happening on the national picture on curling growth?</p>	<p>leave the club.</p> <ul style="list-style-type: none"> - We have collected data on how male, female, junior groups have increased or declined. - We do have a good idea of our current and recent past membership demographics but details could be improved. 		<p>each division?</p> <p>Determine which Divisions are likely/need to grow, which are likely to retreat</p>	
<p>Price</p> <p>Are we offering our membership products and service(s) at a competitive price?</p>	<p>We have done studies of other Curling Club fees but do we have info on other services. eg Some clubs now offer free grippers, broom and sliders to new members. We have a reasonable variety of membership classes available. We need to review membership offerings. Are we accommodating enough or have we gone too far.</p>	<p>In collaboration with the financial sub committee, to put in place by Dec 2011 a process that will provide:</p> <ul style="list-style-type: none"> - Annual updates of other curling club fees and services. - Annual updates of what other competitors are charging. - Annual updates that compare membership value. 	<p>Design surveys to determine what other Curling Club are charging for membership and what services they provide but also look at other community organizations that are competitors for our membership targets. .</p>	<p>The LRPC has done a study on Fee structure and submitted a proposal to the Board to improve the fairness of the current system.</p>

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<p>Packaging What elements must we include in our products and service(s) to make them as attractive as possible (i.e., location, timing, instructors, facilities)? Are we offering enough or too many membership class options?</p>	<p>We have done a reasonable job of providing good facilities and curling programs for our adult members but these need to be constantly updated.</p> <p>We have neglected our junior program .</p> <p>Recently open houses have improved and clinics provide a valued need. Do they need further improvement in making them more accessible, convenient and a pleasurable experience? Is it reasonable to introduce reservations, tours or any other service to improve the experience and increase trial members? Can clinics be offered on a more frequent or longer term basis or</p>	<p>To put in place a process to annually update and create new programs and projects that:</p> <ol style="list-style-type: none"> 1. Improve club infrastructure (in collaboration with the facilities sub committee 2. Improve curling programs and services as required by members (eg training, bonspiels, baby sitting, social events, etc.) 3. Improve communication with members. 	<p>Administer an annual questionnaire to determine member satisfaction.</p> <p>Address problems and set priorities for dealing with problems and problem sections.</p> <p>Undertake a study to determine what the needs of sponsors and other revenue sources are.</p> <p>Create a budget for infrastructure updates.</p> <p>Increase communications with members by:</p> <ol style="list-style-type: none"> 1. Developing an email database. Improve cluttered boards . Only CLUB info should go on the board. 2. Have a little "Library" section where there could 	<p>Our Junior program expanded considerably last year with the move of the Bastarache family to GCC.</p> <p>However, we did not hold any Open Houses after Sept. and did not replace them with any other recruitment programs. We did not take advantage of the Tankard as a recruitment event.</p> <p>A Curling buddy program was implemented which matched vice skips and new curlers, Vice skips will act as mentors to ensure that new curlers needs are met.</p> <p>A new (and Novice) curling brochure is proposed to supplement the curling buddy</p>
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	<p>by request? What resources are available and what assistance do the organizers of these events need to make them more successful?</p> <p>We need to do a better job in explaining the "member" side of curling. I.e. At sign up, provide info about curling, etiquette, season activities; how to sign up for each draw; Bonspiels; Grand Finale; how next season works.</p>		<p>be Curling Books etc. for people if they are interested</p> <ol style="list-style-type: none"> 3. Use the Web site to communicate league info, Sponsor information/links, general curling information and How To, 50/50 information, Blog Page, better use of the bulletin boards at the club and in the bathrooms. 4. Design and produce a package that assists new members to integrate into the Club. 5. Develop a new member mentoring program. 	<p>program</p>
<p>Sales</p> <p>How can we get a better conversion of our recruitment efforts to trial members and trial members to full time</p>	<p>We have done a good job converting participants in our Open Houses to trial members. How have we done in converting trial members to members? How can</p>	<p>To put in place by Dec 2011, a strategy to improve the conversion rate of open house participants to trial members and trial members to regular members.</p>	<p>Determine present conversion rates</p> <p>Determine reasons for not converting</p>	<p>The Curling Buddy program will help by making new members feel more welcome</p>

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members.	we get more people to attend open houses.			
<p>Promotion</p> <p>Are we using the media (newspapers, magazines, radio, television, website and email) effectively in order to attract new members? What other methods of advertising are available to us that are effective?</p> <p>Are we encouraging our current members to recruit new members, to mentor and assist new members and encourage new members to stay. Do we need to provide any incentives.</p>	<p>- our use of promotion techniques have been sporadic at best. We have done little to get our own members to bring in new members for example. We have passive programs in the elementary and high schools (alternative recreation days) but have not followed up with other programs to encourage kids to return. <i>We need to examine how we can use other media such as video, web etc to improve promotions.</i></p>	<p>To develop by Dec 2011, communication programs to attract new members</p> <p>To put in place by Oct. 2011, programs to encourage current members to recruit, mentor, assist and make welcome, new members.</p>	<p>Determine what new member needs are.</p> <p>Examine and determine the optimum method for using paid advertising and other promotional methods.</p>	<p>The Tankard did an excellent job of raising the profile of Curling in our region.</p>
<p>Public Relations</p> <p>Are we taking full advantage of available public appearances, public displays or media opportunities to recruit new members.</p>	<p>Our PR activities are also very sporadic. Other than Tankard related events we have not entered any trade shows or displays for quite some time. No media coverage for donation to Charities</p>	<p>To develop by Dec 2011 a program to increase awareness of Curling in general and the Grimsby Curling Club in particular</p>	<p>Increase awareness of all concerned about the value of good PR and undertake projects to increase PR opportunities.</p>	

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	<p>for donations by the Billy Bob 'Spiel. <i>There are opportunities to present to other organizations that may be part of our target audience. Will need to link with promotional materials</i></p>			
<p>Support Material Are we producing flyers, brochures, websites or posters that describe the benefits and the features of our product or service to our customers?</p>	<p>We have not produced or obtained any flyers, brochures, or posters that describe the benefits and the features of our product or service to our customers?</p>	<p>To develop by Dec 2011, a program to obtain or produce promotional material that describes the benefits of our product to our members and to the Community.</p>	<p>See OCA site * for examples and templates</p>	

*<http://www.ontcurl.com/resources/for-club-organizers/club-planning-materials.aspx>