

# STRENGTHEN YOUR CLUB IN THREE STEPS

## 2000 DISTRICT CONFERENCE MEMBERSHIP PRESENTATION

### STEP 1: WHAT MAKES YOUR QUOTA HEART BEAT?

#### Words of Wisdom

- The secret to strengthening your club begins with you. Make your Quota heart beat first. Understand what makes Quota special for you.
- Club presidents can help increase the satisfaction of members by creating and using a member survey to listen and learn each year. The survey is a tool presidents can use to listen and learn...then act. (See page 2 for guidelines on how to create a survey after district conference is over!)
- Members join and remain club members for very different reasons: **Personal Connectors** genuinely enjoy each other's company. **Service Advocates** share the club's service goals, and they enjoy serving their community with fellow members. **Lifelong Learners** value the personal and professional growth opportunities membership offers.
- Members also differ in the way in which they want to participate in their club, the type of "service" they enjoy, their personal interests and skills, how much time they have available, and their leadership development desires.
- Recruitment is the long-term investment every club makes to strengthen its future. The reason we want to recruit new members into our clubs is to share that special experience we call "Quota" with others.

## **AFTER DISTRICT CONFERENCE IS OVER... CREATE A MEMBER SURVEY**

**Directions:** Understanding *how* members want to participate in their club is a first step in encouraging lifelong affiliation. After district conference is over, create a membership survey that you can use in your own club! Consider inviting a group of club members to join you in developing it.

- Brainstorm questions and be creative! Think about what you want to learn from individual members.

*Do members like current fellowship, service, and leadership development activities?*

*How would they improve or change them?*

*Are they a lifelong learner, a service advocate, or a personal connector? (See page 3 of this handout for explanation!)*

*Do they like the timing and location of meetings?*

*Do they want to develop new personal, leadership, or service skills?*

*What do they like best about their club experience?*

*What would they improve, change, or add?*

*What time constraints do they have now?*

- When you suggest a question for the survey, explain your reason(s) why you are suggesting it and how it can help club leaders improve the satisfaction of an individual member.

Develop your survey from all of the ideas you have discussed!

## **STEP 2: KNOW THY CLUB, GROW THY CLUB**

### **Words of Wisdom**

- Successful recruitment begins with one satisfied member—perhaps you—inviting *someone you like* to join, someone who seeks the unique combination of fellowship and service your club offers.
- Do you know your club’s personality? “Personality” information helps clubs recruit and retain individuals who share the club’s fellowship and service vision. Clubs can determine their personality by considering two factors: (1) how they like to operate and (2) how they like to conduct service. (See “Membership Sources and Resources for Your Club” to order copies of Quota’s club personality discussion programs.)

#### **CLUB OPERATIONS**

Most clubs fit one—or a combination—of these three types:

**Service Clubs** define their culture and operations through their service work. Members are dedicated to Quota’s service goals, and they are united in their desire to make a local and global difference. They enjoy carrying out club service projects together.

**Personal Connection Clubs** define their culture and operations through their social activities and personal relationships. Members value their friendships with their fellow members—and they do have fun!

**Professional Development Clubs** define their culture and operations through the use or development of their professional skills, contacts, and interests. Members value Quota’s time-honored traditions, operations, and standards.

#### **CLUB SERVICE**

Most clubs enjoy conducting service in one—or a combination—of three meaningful ways:

**Hands-on Service**, where club members volunteer their time and talents to assist those in need.

**Partnership Service**, where club members volunteer their time and talents to assist charitable, nonprofit, or community organizations in need.

**Grants and Gifts Service**, where club members donate funds or gifts to assist individuals, charitable organizations, or community agencies in need.

## **STEP 3: USE OUR INDUSTRIAL STRENGTH NEW MEMBER CONNECTION FORMULA**

### **Words of Wisdom**

- On average, well over half of all new members Quota clubs recruit resign within five years for reasons other than illness or relocation. The largest percentage of losses occur during the first three years after a member joins.
- On average, it costs membership organizations seven times as much to acquire a new member as it does to keep the one they already have.
- After your recruit joins, encourage lifelong membership from the start. Plan a memorable initiation and connect your recruit to a partner who will guide and mentor your new member during those critical yearly years. To get started, use Quota's **Partners Program**, created and tested by a Quota club. It works! (Copies were mailed to all clubs in the January 2000 Club Alert. To order a free copy, see "Membership Sources and Resources for Your Club" to order a copy of the **Partners Program**.)
- For initiations, order a copy of **Rites Of Initiation: Open the Doors to New Members with a Bang and Not a Whimper**. See "Membership Sources and Resources for Your Club."

**Bottom Line:** Here is the best tactic to strengthening your club. First, understand what makes Quota special for you and make your own "Quota heart" beat. Second, recruit members you like who seek the unique membership affiliation your club offers. Third, nurture their participation on a continuing basis. *One step alone is not enough.* You need to use all three steps for success.