

# The 'Taupo Experience'

## Membership Recruitment Plan.



friendship force  
INTERNATIONAL

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** *(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!**