

How to Grow Your Club

Group Exercise

Directions: Break up into groups of _____. You are all members of the same club, a club struggling to gain new members. My assistants are moving around the room, giving you your club scenario, with a few details on your club's unique situation. Elect a secretary, to write down your answers. Choose someone to present them. Take 8 – 10 minutes to discuss your difficulties and answer the following questions.

1. If you performed a Moments of Truth, what type of changes to your club do you think this exercise would suggest?
2. What type of Membership Building Event will work best for your club?
3. Who will be your target audience? Describe them in as much detail as possible.
 - Within the domain of communication and leadership skills, what do they want/need?
 - How can we reach them? Where do they get their info?
4. What value do we need to promise our target audience, to get them to attend this event?
 - Who can deliver this value?
5. Once our target audience is at the event and the value is being delivered, what further value do we promise them to get them to join our club?
6. What resources outside our club do we need to engage in this event?
7. What materials do we want in our guest packets, to enhance our value and increase the likelihood of the prospect joining?