

*** **MIRA 2004 SUCCESS TIPS** ***

Squadron submissions for MIRA 2004 report increases in friendships, public awareness of squadron, member involvement and retention

<p style="text-align: center;">Merit Mark Party</p> <p>Schedule & promote invitation only Merit Mark party through- out the year for every member who receives a merit mark. Need for local recognition in support of National certificate mailed to members. Theme party organized for all merit mark recipients and spouse.</p>	<p style="text-align: center;">Fund Raising & Training</p> <p>Team of squadron members organized to raise funds for squadron purchase of a defibrillator. Interested members trained in its use by a member certified to teach CPR and training with defibrillator.</p>	<p style="text-align: center;">Develop Plan to Stress Personal Contact & Follow Up</p> <p>Goals set to welcome new members, increase opportunity to involve new members, retain new members & existing members through monthly contact and personal calls. Prepare spread sheets with members interests and personal info, provide to mentors.</p>
<p style="text-align: center;">Plan a New Member Party</p> <p>Invite new members several weeks after Boat Smart course to an informal party at a member's home together with several other couples that have been in squadron for a period of time. This gives new members an opportunity to learn about squadron and ways to become involved in squadron.</p>	<p style="text-align: center;">Plan to Increase Attendance</p> <p>Offer members an opportunity to cruise on different types of boats owned by members. Follow cruise with an informal potluck covered dish dinner & turkey fry. Members have opportunity to choose a different type of boat on the return voyage if they wish; trawler, sailboat, cruisers. Everyone has opportunity to get to know each other better.</p>	<p style="text-align: center;">Develop a Phone Tree</p> <p>Assign active members a list of several inactive members. Caller tries to help inactive member feel needed, wanted, missed, and feel he/she can make a valuable contribution to the squadron. Phone call gives opportunity to answer questions and encouragement to attend meetings, classes and events. For members not reached by phone, letters are sent.</p>
<p style="text-align: center;">Increase Safe Boating Class Awareness</p> <p>To increase awareness of Safe Boating Classes place ads in local newspapers; prepare & give business cards to interested people; provide inserts to local marinas for inclusion in their mailings.</p>	<p style="text-align: center;">Picnic Celebration to Honor Boating Class Students</p> <p>Provide a picnic potluck supper for students & squadron members. Present students with graduation certificated. Members encouraged to attend to lend support to event. Review of summer cruises are presented by cruise captains.</p>	<p style="text-align: center;">Increase Squadron Membership</p> <p>Provide attractive setting at a yacht club for all educational classes. Invite students to stay after class for socialization & fellowship. Club provides attractive nautical setting in which to learn with readily available tools to enhance classroom instructional environment.</p>

Recruitment – Involvement-Retention – Youth Activities = Squadron Success!!

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<p style="text-align: center;">Opportunity For Members to Meet During Summer</p> <p>Hold weekly potluck suppers in a relaxing setting by the lake. Oftentimes group will have a sing-a-long. Alternate location available in case of inclement weather.</p>	<p style="text-align: center;">Increase Attendance at Special Events</p> <p>Organize calling committee to phone each and every member in roster prior to event to secure their reservation.</p>	<p style="text-align: center;">Publish Activities in Local Newspaper</p> <p>Vessel Safety Check activity published in local newspaper. Newspaper had pictures of event and wrote article publicizing event. Many of boats turned out for inspection.</p>
<p style="text-align: center;">Partnership with Local School</p> <p>Local Community College works in partnership with squadron to provide a meeting place for boating class. College advertises the class in its published course catalog and registers students.</p>	<p style="text-align: center;">Boat Smart Class Held at Marine Dealership</p> <p>Great tool for PR, member involvement and recruiting new members. Members helped with teaching proctoring and grading. Marine dealership was a ready made classroom for hands on teaching and easy access for students and members. Refreshments served nightly.</p>	<p style="text-align: center;">Include Friends at Casual Social Events</p> <p>For more involvement - summer picnics were opened to include family and friends.</p>
<p style="text-align: center;">New Member Name Tags</p> <p>Provide new members with pin-on versus paste-on temporary name tags for use at member functions until permanent nametag is issued. Temporary name tag issued with new member packet. New members encouraged to attend functions & feel a part of squadron.</p>	<p style="text-align: center;">Arrange Informal Gathering for New Members & Bridge</p> <p>Invite new members to attend an informal gathering of other new members. Bridge officers and key committee chairs are also invited. This is a time for new members to meet each other and to informally talk with members about squadron activities and educational programs without commitment.</p>	<p style="text-align: center;">MIRA - a tool proven to help squadrons chart new directions to increase:</p> <p style="text-align: center;">Membership Involvement-Retention Awareness Friendships Youth Activities</p> <p style="text-align: center;">Share your squadrons' success programs. Submit a MIRA 2005 entry by 1 April 2005 to your District Involvement Chair</p>

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