





P/C/C William D. Selden IV, SN

2006 Membership Involvement Retention Award Success Tips

<p style="text-align: center;">“Involve Members”</p> <p>Program: Create a multi-faceted program to involve members as soon as possible; reinforce their initial enthusiasm.”</p> <p>Action Plan: Be proactive, continue to develop and implement total member involvement & retention.</p> <ul style="list-style-type: none"> § Create a New Member Data Profile. Document new member skills, volunteer & educational interests. § Compile spreadsheet, track skills, volunteer & educational interests. § Notify Bridge & committee chairs of new members’ interests § Involve new member & maintain contact. Invite new members to an activity where they will take the USPS Pledge § Greet, host & introduce new members at monthly meetings, and socials. § E-mail special invitations to new & inactive members to socials & special programs <p>Insert brief new member bio in squadron newsletter</p>	<p style="text-align: center;">“Increase Squadron Visibility”</p> <p>Program: Recruit sufficient members through Boat Smart classes, special educational and social events and increased public exposure at boat shows and boat dealers to make non-renewals a non-issue.</p> <p>Action Plan: Teach Boat Smart classes at dealer showrooms, retirement community clubhouses, and yacht clubs where large numbers of new boaters congregate.</p> <ul style="list-style-type: none"> § Increase visibility & promotional opportunities by partnering with market leading boat dealerships at boat shows and offering boating classes as part of boat dealer’s new boat marketing plan. § Insure further visibility via a well presented & maintained web site to attract new members & to make sure transfers and reinstatements can easily establish contact with squadron. § Establish annual premier on the water event for membership recruitment. 	<p style="text-align: center;">“Host a Boating Expo ”</p> <p>Program: Host a boating Expo at local marina, free to public in marina activity center. Informational booths included: demonstration splicing 3-strand line, anchoring, VSC’s, PFD demo involving children, & SeaVester.</p> <p>Action Plan: Encourage members to take responsibility for an informational booth and/or demonstration. Get member involvement with publicity, logistics, booth & demo preparations, & SeaVester training.</p>
<p style="text-align: center;">“Member Survey & Mentor Program”</p> <p>Program: Increase community visibility; utilize survey to access members’ interests & strong points. Create mentor program for all new members.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> § Advertise boating classes in newspapers, at local boat dealers, & spot announcements on local TV § Participate in local community boat shows and festivals. § Contact new members to assign committee responsibilities. § Invite new members to help with VSC’s. § Include new members in Bridge meetings. 	<p style="text-align: center;">“Utilize Phone Committee”</p> <p>Program: Improve attendance at classes, meetings, & socials.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> § Monthly call to members to remind them we would like them to attend meetings. § Provide new speakers at meetings. § Phone members to encourage them to take advanced classes. § Provide classes for new members to keep them interested in squadron. <div style="text-align: center;">  </div>	<p style="text-align: center;">“Event Reminder”</p> <p>Program: To increase member involvement, current & new members given a 4”x6” refrigerator magnet with the dates of events and meetings, chair of event and their phone number.</p> <p>Action Plan</p> <ul style="list-style-type: none"> § Goal of plan is to provide constant reminders of the events since the purpose of the magnet is to be placed on the refrigerator, which most people use several times a day. § Magnet is coupled with a yearly events calendar, a quarterly publication and e-mail reminders. § Friendly reminders help members schedule & make squadron events a priority.

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<p style="text-align: center;">“Communication”</p> <p>Program: To increase involvement, enhance squadron publication to stimulate interest & foster stronger sense of involvement.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> § Move squadron publication online. This gave better access for most members. § Upon request, deliver paper copies of squadron newsletter. § Publishing 75% fewer copies allowed for color printing & expansion from 8 to 16 pages. § More articles, more color photos, and greater event publicity stimulates participation. 	<p style="text-align: center;">“Keep Members Feeling Wanted”</p> <p>Program: Assign tasks to all interested members. Frequently recognize members’ work. Challenge members to bring in a new member.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> § Announce membership meetings in newsletters. § Encourage attendance at meetings and socials. Stress importance of participation. § Keep members feeling wanted and needed. § Frequently recognize members’ achievements and participation. 	<p style="text-align: center;">“Boating Raft-Up/Rodeo”</p> <p>Program: Hold boating raft-up/rodeo in Spring to promote involvement and reinforce reasons for membership in USPS.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> § Entire Bridge participated in personal contact of each member regarding their membership renewal and participation in boating raft-up/rodeo. § Members could participate in predicted log, docking, marlinspike, and navigation on land contests.
<p style="text-align: center;">“No Member Left Behind”</p> <p>Program: Mentor Program</p> <p>Action Plan:</p> <ul style="list-style-type: none"> § Mentors are selected throughout squadron locale. § Membership chair alerts the involvement chair who assigns a local mentor. § Mentor duties include: greeting new members at squadron functions; introducing them to two Bridge members and sitting with them. After ascertaining boating interests, the mentor introduces new folks to squadron members with similar interest. § Mentors continue contact as new member assimilates into squadron. 	<p style="text-align: center;">“Member Recognition:</p> <p>Program: Pair recognition of member service to squadron with President’s Volunteer Service Award.</p> <p>Action Plan: Squadron submitted plan to President’s Volunteer Service Award for approval which was granted.</p> <ul style="list-style-type: none"> § Recognize members who serve on the telephone committee, serve dessert, assist with fund raisers, distribute safe boating practice pamphlets at boat ramps, help with decorations, take reservations, work boat show booths, proctor safe boating classes, VSC’s, help new and older members with their boats. Hours worked are tracked and earn points for the President’s Volunteer Service Award. 	<p style="text-align: center;">“Utilize A Member Database”</p> <p>Program: Create spreadsheet listing squadron members, contact info, interests, knowledge & expertise.</p> <p>Action Plan: Make spreadsheet available to Bridge & committee chairs.</p> <ul style="list-style-type: none"> § Utilize spreadsheet information to recruit members to participate where they would do their best & contribute well to the squadron. § Getting involved is the best retention action. § SEO found several new instructors. § Exec Officer used spreadsheet to obtain Public Relations people.
		
<p style="text-align: center;">P/C/C William D. Selden IV, SN Membership Involvement Retention Award</p>	<p style="text-align: center;">Share your squadrons’ success programs. Submit a MIRA 2007 entry by 30 June 2007 to your District Involvement Chair.</p>	<p style="text-align: center;">Membership Involvement – Retention Community Outreach - Youth</p>