




\*\*\* **P/C/C William D. Selden IV, SN** \*\*\*  
**2007 Membership Involvement Retention Award Success Tips**

<p><b>“Create Welcome Environment”</b>  <b>Program:</b> Create wide range of opportunities; encourage every member connects. Create a diverse Membership Involvement Committee of boaters, sailors, new &amp; veteran members. Create varied programs at regular meetings. Encourage &amp; implement new ideas from Squadron members. Operate a suggestion box. Integrate new members quickly. Promote squadron camaraderie. Recognize member contributions including informal &amp; humorous.  <u><b>Action Plan:</b></u></p> <ul style="list-style-type: none"> <li>▪ Organize interesting, fun to attend membership meetings. Hold costume party in fall; arrange COW to be special event at interesting venues.</li> <li>▪ Increase Member Involvement Committee size to include new members</li> <li>▪ Solicit ideas from members &amp; committees. Answer suggestion at membership meetings.</li> <li>▪ Strengthen new member integration process. Assign specific duties for mentoring &amp; informing new members. of activities, benefits &amp; opportunities</li> <li>▪ Hold new member receptions 2-3 times per year. Include Bridge. Allow for one on one discussion with new members &amp; Bridge.</li> <li>▪ Create an “SOS” committee to assist members needing assistance with boats or with family needs.</li> </ul>	<p><b>“Engage Membership”</b>  <b>Program:</b> Develop a seamless program from the Boating class to the ongoing attention to members’ needs &amp; contributions to their squadron.  <u><b>Action Plan:</b></u></p> <ul style="list-style-type: none"> <li>▪ Proctors &amp; lecturers at Boating classes are ambassadors for USPS and squadron. Provide handouts of printed material; have materials for advanced educational courses available for students to see, actively promoted squadron educational courses as a reason to join.</li> <li>▪ Utilize New Member questionnaire designed to assess new member’s needs as well as their interests, skills and areas of involvement.</li> <li>▪ Provide New Member kit which includes materials about USPS, squadron and New Member Assistant program.</li> <li>▪ Set up a photo board at sign-in desk at meetings. Display photos of new members.</li> <li>▪ Reserve two spaces at each table for new members. Mark places with sign “Reserved for Few Members. Helps new members meet seasoned members.</li> <li>▪ Utilize name tags at meetings</li> <li>▪ Publish brief information about new members in next issue of squadron newsletter.</li> <li>▪ Contact non-renewals promptly.</li> </ul>	<p><b>“Include Local Squadrons &amp; Public”</b>  <b>Program:</b> Introduce squadron members to members in other squadrons and other boating organizations. Introduces them to new ideas and activities.  <u><b>Action Plan:</b></u></p> <ul style="list-style-type: none"> <li>▪ Show members the activities available to them under USPS activities.</li> <li>▪ Describe benefits to be obtained from these activities.</li> <li>▪ Schedule activities in public places.</li> <li>▪ Invite other squadrons and the general public to attend these activities</li> <li>▪ Host a cruise. Engage members in planning process. Invite others to provide food</li> <li>▪ Encourage members to become Vessel Examiners</li> <li>▪ Conduct Vessel Safety checks at Yacht Club openings and marinas in area.</li> <li>▪ Provide boating safety seminars to local community.</li> </ul>
<p><b>“Increase Participation”</b>  <b>Program:</b> Make registration &amp; payment process for classes more efficient. Phone inactive members.  <u><b>Action Plan:</b></u></p> <ul style="list-style-type: none"> <li>▪ Post squadron events on refrigerator magnets, website and Newsletter.</li> <li>▪ E-mail &amp; phone all members.</li> <li>▪ Accept credit card payment for courses, socials &amp; dues</li> </ul>	<p><b>“Increase Civic Service &amp; Public Relations”</b>  <b>Program:</b> Volunteer to judge a public boating event. Include squadrons within district.  <u><b>Action Plan:</b></u></p> <ul style="list-style-type: none"> <li>▪ Judge a model boat show.</li> <li>▪ Create trophies for several categories. Include special trophy for child.</li> </ul>	<p><b>“Utilize Phone Committee”</b>  <b>Program:</b> Improve attendance at classes, meetings, cruises &amp; socials.  <u><b>Action Plan:</b></u></p> <ul style="list-style-type: none"> <li>▪ Monthly call to members to remind them we would like them to attend meetings and cruises. If needed, send map to event</li> <li>▪ Provide new speakers at meetings.</li> <li>▪ Recognize all members for hours devoted to helping squadron.</li> </ul>
		<p><b>“Host New Member Party”</b>  <b>Program:</b> Membership gives a presentation at Boating class which describes “Who We Are and What We Do. Membership also attends graduation  <u><b>Action Plan</b></u></p> <ul style="list-style-type: none"> <li>▪ Hold New Member Welcome Party one week following graduation.</li> </ul>

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<p align="center"><b>“Utilize Social Side of USPS Triangle”</b></p> <p><b>Program:</b> Personally invite new members to squadron functions. Plan well-thought out programs. Welcome New Members when they attend.</p> <p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>▪ Invite new members &amp; Instructors to squadron Birthday Party. Encourage participation by talking up planned program. Provide an interesting speaker.</li> <li>▪ Invite new members who had joined squadron from previous year to a Shakedown Cruise/potluck as guests. Send out personal invitations. Highlight program.</li> <li>▪ Announce upcoming classes and squadron cruises well in advance.</li> <li>▪ Open a “Ship’s Store to sell items with squadron logo.</li> <li>▪ Introduce all new members attending socials to Commander</li> </ul>	<p align="center"><b>“Host Summer Picnic”</b></p> <p><b>Program:</b> Summer picnic held for young family members and “senior members” who do not attend monthly rendezvous. Event is a local drive. Older members targeted who drop membership because they did not have as many fellowship activities to attend.</p> <p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>▪ Advertise Summer Picnic in squadron newsletter three (3) months in advance.</li> <li>▪ Secure picnic area four (4) months in advance.</li> <li>▪ Supply dessert.</li> <li>▪ Committee members and officers asked to attend.</li> <li>▪ Enthusiastic report given at next meeting. Next year’s picnic planned.</li> <li>▪ All members in attendance renewed membership.</li> </ul>	<p align="center"><b>“Member Recognition:</b></p> <p><b>Program:</b> Pair recognition of member service to squadron with President’s Volunteer Service Award.</p> <p><b>Action Plan:</b> Squadron submitted plan to President’s Volunteer Service Award for approval which was granted.</p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Hours worked are tracked and earn points for the President’s Volunteer Service Award.</li> </ul>
<p align="center"><b>“Increase Familiarity ”</b></p> <p><b>Program:</b> Increase familiarity with new Instructor Development (ID) course which was being distributed by USPS HQ at no cost during the 2006 introductory period.</p> <p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>▪ Distribute a free copy of the course booklet to every USPS member in attendance at the District Spring Conference, as part of the welcoming package.</li> <li>▪ Twenty-three successful ID course completions in 2006 versus 10 in 2005.</li> </ul>	<p align="center"><b>“Develop Mentor Program</b></p> <p><b>Program:</b> Ask key members of squadrons, P/C’s and Bridge to be mentors for new members. Create squadron position dedicated to membership retention.</p> <p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>▪ .Involve new member with squadron activities as soon as they join.</li> <li>▪ Plan informal new member socials aboard member’s boats.</li> <li>▪ Invite new members without boats to join members on their boats.</li> <li>▪ Offer an extensive program for members: cruises, potlucks, fun &amp; instructive meetings, BBQ’s.</li> </ul>	<p align="center"><b>“Utilize Trailer as Moving Billboard”</b></p> <p><b>Program:</b> Trailer announces USPS to public as it travels and is set up at events.</p> <p><b>Action Plan:</b></p> <ul style="list-style-type: none"> <li>▪ Trained squadron members operate the trailer at public and squadron events. Trailer used in conjunction with SeaVester.</li> <li>▪ Trailer has a computer monitor where course materials can be reviewed and “WaterSmart from the Start can be displayed online.</li> </ul>
		
<p align="center"> <b>P/C/C William D. Selden IV, SN</b>  <b>Membership Involvement</b>  <b>Retention Award</b> </p>	<p align="center"> <b>Share your squadrons’ success</b>  <b>programs. Submit a MIRA 2008</b>  <b>entry by 15 May 2008 to your</b>  <b>District Involvement Chair.</b> </p>	<p align="center"> <b>Membership</b>  <b>Involvement – Retention</b>  <b>Community Outreach - Youth</b> </p>

Recruitment – Involvement-Retention – Community Outreach - Youth = Squadron Membership Success!!