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2008 Membership Involvement Retention Award Success Tips

<p style="text-align: center;">“Member Involvement”</p> <p>Program: Utilize newsletter to alert members to current & future events. Include names & photos of members who attend educational & social events. Hold orientation evening for new members with Bridge and Committee Chairs present.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Upon joining, send welcome aboard letter to new members describing how squadron operates and brief description of coming events. ▪ Present New Member certificate, kit and name tag at time of Pledge. ▪ Ask all members to wear name tags at meetings & social events. ▪ Keep business meeting short & informative, followed by refreshments. ▪ Provide a two-month calendar in monthly newsletter, enabling members to plan ahead. ▪ Introduce & engage new members in social events. ▪ Plan varied social events year round. 	<p style="text-align: center;">“Potluck Planning Meetings”</p> <p>Program: Squadron accepted three challenging projects within 9 months: a garage sale, fund raiser, and District Conference. All planning/working meetings combined a social event with a work related meeting.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Encourage new & long time members to attend & become involved with the array of tasks & activities which include meeting, planning, prize & gift creation, public relations & party planning. 	<p style="text-align: center;">“Include Local Squadrons & Public”</p> <p>Program: Introduce squadron members to members in other squadrons and other boating organizations. Introduces them to new ideas and activities.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Show members the activities available to them under USPS activities. ▪ Describe benefits to be obtained from these activities. ▪ Schedule activities in public places. ▪ Invite other squadrons and the general public to attend these activities ▪ Host a cruise. Engage members in planning process. Invite others to provide food ▪ Encourage members to become Vessel Examiners ▪ Conduct Vessel Safety checks at Yacht Club openings and marinas in area. ▪ Provide boating safety seminars to local community.
<p style="text-align: center;">“Mentor New Members”</p> <p>Program: Assign new member to a mentor based on interest/need. This supports the orientation process & continues for approx. six months to establish the member’s comfort level.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Maintain close communication & coordination with SEO, Membership Chair & Involvement Chair. Involve Course Instructors to inform new members of courses & seminars. 	<p style="text-align: center;">“Meet the Commander”</p> <p>Program: Goal to reach members seldom seen, show appreciation for committed members & learn needs of squadron members.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Host a summer party at a member’s home. ▪ Advertise party to members two months in advance. ▪ Ask committee members and officers to attend. 	<p style="text-align: center;">“Utilize Phone Committee”</p> <p>Program: Improve attendance at classes, meetings, cruises & socials.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Phone committee chair e-mails callers with topics & event deadlines. ▪ Phone tree members call members monthly informing them of classes, social events & deadlines. ▪ Include members out of town.
<p style="text-align: center;">“Member Interest Survey”</p> <p>Program: Create and circulate a member interest survey. Cover membership, meetings, interest in courses & how to improve squadron.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Develop & distribute survey. ▪ Compile responses ▪ Provide report to Bridge and Committee Chairs. 	<p style="text-align: center;">“Newsletter New Member Corner”</p> <p>Program: Include pictures of new members & short bio on information they wish to share plus information on boat & boating experiences in newsletter.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Ask Photographer to take photos. ▪ Membership Chair to obtain New Member bio for Newsletter Editor. 	<p style="text-align: center;">“New Member Recognition”</p> <p>Program: Give name tag with red ribbon to each new member. All members greet & meet new members at squadron functions.</p> <p>Action Plan</p> <ul style="list-style-type: none"> ▪ Membership Chair introduces new members at meetings. ▪ Ask member(s) to serve as greeters at the door.

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

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<p style="text-align: center;">“Utilize Social Side of USPS Triangle”</p> <p>Program: Personally invite new members to squadron functions. Plan well-thought out programs. Welcome New Members when they attend.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Invite new members & Instructors to squadron Birthday Party. Encourage participation by talking up planned program. Provide an interesting speaker. ▪ Invite new members who had joined squadron from previous year to a Shakedown Cruise/potluck as guests. Send out personal invitations. Highlight program. ▪ Announce upcoming classes and squadron cruises well in advance. ▪ Open a “Ship’s Store to sell items with squadron logo. ▪ Introduce all new members attending socials to Commander 	<p style="text-align: center;">“Host Summer Picnic”</p> <p>Program: 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>Action Plan:</p> <ul style="list-style-type: none"> ▪ Advertise Summer Picnic in squadron newsletter three (3) months in advance. ▪ Secure picnic area four (4) months in advance. ▪ Supply dessert. ▪ Committee members and officers asked to attend. ▪ Enthusiastic report given at next meeting. Next year’s picnic planned. ▪ All members in attendance renewed membership. 	<p style="text-align: center;">“Communication”</p> <p>Program: Plan watch year to provide different social events to retain new members as well as current members. Plan something for everyone, including children. Explain to new members benefits of Power Squadron membership educationally & socially.</p> <p>Action Plan: Communication thrust for year. Every Sunday evening an e-mail was sent to all members telling of upcoming events.</p> <ul style="list-style-type: none"> ▪ Membership Chair sent each new member an additional e-mail telling them of the upcoming events. ▪ Send postcards to new members along with a follow-up phone call to encourage attendance & participation. ▪ Hold a monthly boater’s activity group meeting to share boating interests with members.
<p style="text-align: center;">“Increase Familiarity ”</p> <p>Program: Increase number of classes and seminars. Involve all members in Civic Service. Work with local Yacht Clubs, Police Dept & Fire Dept. Plan summer activities to just have fun. Invite & involve other local squadrons in summer dock parties.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Increase number of Instructors & squadron members at Boating Safety classes. ▪ Instructors & squadron members interact with Boating students before & after class. 	<p style="text-align: center;">“Develop Mentor Program”</p> <p>Program: 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>Action Plan:</p> <ul style="list-style-type: none"> ▪ Involve new member with squadron activities as soon as they join. ▪ Plan informal new member socials aboard member’s boats. ▪ Invite new members without boats to join members on their boats. ▪ Offer an extensive program for members: cruises, potlucks, fun & instructive meetings, BBQ’s. 	<p style="text-align: center;">“Utilize Trailer as Moving Billboard”</p> <p>Program: Trailer announces USPS® to public as it travels and is set up at events.</p> <p>Action Plan:</p> <ul style="list-style-type: none"> ▪ Trained squadron members operate the trailer at public and squadron events. Trailer used in conjunction with SeaVester. ▪ Trailer has a computer monitor where course materials can be reviewed and “WaterSmart from the Start can be displayed online.
 <p style="text-align: center;">Welcome!</p>		
<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 MIRA 2009 entries by 15 May 2009 to your District Involvement Chair.</p>	<p style="text-align: center;">Membership Involvement – Retention Community Outreach - Youth</p>

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