



## Membership Involvement: Down-Home Style

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## Today's Agenda

- ◆ Let's talk about our challenges
- ◆ What does good look like?
- ◆ How do we get there?
  - OT, Leadership Development, and ID
  - Education Department
  - Nominating Committee

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## What Challenges Are We Facing?

- ◆ Declining net membership
  - More non-renewals
  - Fewer new members
- ◆ Difficulty filling the Bridge
- ◆ Less people participating
  - Classes
  - Events

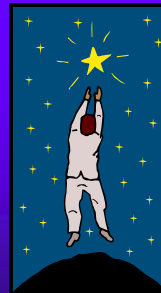


*What is the root cause of these trends?*

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## What Does Good Look Like?



- ◆ Net membership growth
- ◆ More people participating
  - Taking classes
  - Attending events
- ◆ A full Bridge

*We can't manage what we don't measure. . .  
Who can tell me their net membership numbers for 2008?*

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## Good Leaders Understand the Relationship of Motivation to Teamwork

- ◆ Recognition
- ◆ Money
- ◆ Feeling a part of an organization



*We would all agree we would like more people to take leadership roles*

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## Membership Involvement Is the Key to Healthy Growth



*Let's explore some ideas linking our more senior to our more junior members*

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## We Have a Number of Tools to Teach Leadership Skills



### Operations Training

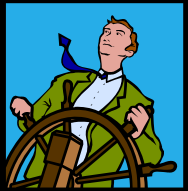
- ◆ Structural information
  - Squadron, District and National
  - Bridge and committee descriptions
  - Education Dept. courses
- ◆ Leadership
  - Planning
  - Conducting meetings
  - Etiquette

*OT, Leadership Development, and ID*

*Many of our younger members want knowledge and skill that transfer to the workplace*

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## We Have a Number of Ways to Teach Leadership Skills (Cont)



### Leadership Development

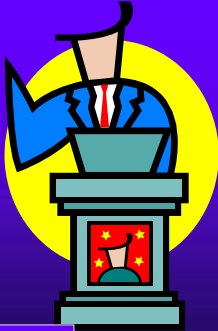
- ◆ Motivational theory
- ◆ Planning skills
- ◆ Meeting skills
- ◆ Developing individuals and teams
- ◆ Managing teams
- ◆ Problem solving

*OT, Leadership Development, and ID*

*The National web-site and District meetings are good sources of training*

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## We Have a Number of Ways to Teach Leadership Skills (Cont)



### Instructor Development

- ◆ Meeting skills
  - Planning
  - Platform presence
  - Adult learning principles
  - Controlling meetings
  - Overcoming fears
- ◆ Motivating audiences
  - Teaching techniques
  - Problem students/members
- ◆ Problem solving

OT, Leadership  
Development, and ID

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## Our USPS Courses and Programs Provide Relevant Training. . .

- ◆ Who should take OT, Leadership Training and ID?
- ◆ Why do people take these courses and programs?
- ◆ What is the value?
- ◆ What is the 'link' to Membership Involvement?

*. . . for life outside our great organization*

OT, Leadership  
Development, and ID

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## The Link to Membership Involvement

- ◆ Our newer members receive:
  - Exposure to our veterans in a classroom rather than a meeting or social setting (some members join for fraternity)
  - Preparation for chairs and bridge positions
  - Skills and knowledge useful outside the squadron world



OT, Leadership  
Development, and ID

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## Membership Involvement and Education

- ◆ People join for more classes
  - For boating education
  - For individual curiosity - learning
  - For relevance in their jobs outside the squadron
- ◆ Our new members often form new relationships as they initially explore the Advanced Grades
  - Students often move from Seamanship to Piloting and to Advanced Piloting together
  - They get to know each other along the way

Education Department

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## Membership Involvement and Education (Cont)

What happens when people take more classes?

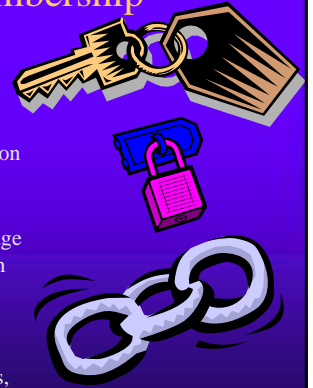
- New instructors and/or proctors emerge
- People often begin with education, move to social activities, then to other involvement
  - We see people volunteer for small things – building beautification, serving at dinners, rendezvous participation
- Our SEO's play a vital role
  - Identify new members taking more than one class
  - Identify leadership potential
  - Encourage instructors to get student involved in other activities
- At some squadrons, Commanders drop in on each class

Education Department

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## The Link to Membership Involvement

- ◆ Our newer members:
  - Gain new boating skills
  - Can move from education to social/community activities
  - Receive skills, knowledge and experience useful in bridge or committee positions
  - Recognition for achievement – meetings, newsletters



Education Department

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## How Can the Nominating Committee Impact Membership Involvement???

*This is a silly idea!!*



Let's explore a few concepts

- Think in a three year time frame – not just the upcoming year
- Consider bridge, assistants, and major chairs
- Use the Exec Comm as training
- Explore all members interests, background and skills

Nominating Committee

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## Here Are Some Principles?

- ◆ We are a volunteer organization
- ◆ It is an honor to be asked to serve (recognition)
- ◆ Each person who wants to help can be matched to the right position (feeling a part of the organization)
- ◆ It's okay to say no! (don't pressure or mislead)

*Consider all members. . . What does that mean?*

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## Let's Get Practical

1. Each Nominating Committee (NC) member goes through **entire** roster identifying possible positions for the members they know
2. First meeting combines the work of each member and divides who will contact whom
3. Each NC member makes contact and reports to the chair
4. Chair and committee sort through options thinking ahead for three years instead of one

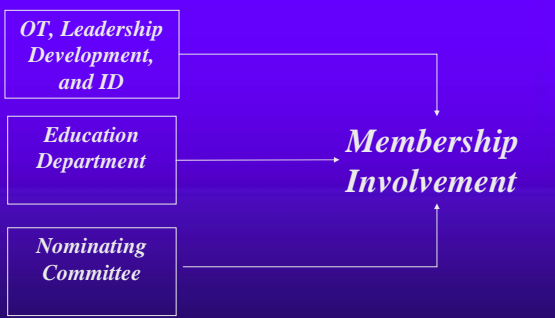


## Let's Get Tactical – a Script for Initial Contact

- ◆ First meeting combines the work of each member and divides who will contact whom
- ◆ Each NC member makes contact and reports to the chair
- ◆ Chair and committee sort through options thinking ahead for three years instead of one
- ◆ Then the CALL -- “Hi, I’m Anita Walker, from Pompano. I’m calling (talking to you) as part of the Nominating Committee. . .”



## Membership Involvement Is the Key to Healthy Growth: Summary



Let's think about new ways to get members involved



## Contact Information



Include **YOUR** District or Squadron Contact Name, Phone Number and eMail here

To Check the VHQAB Dues Database – Need Squadron Number and Squadron Password.

If you need help, contact ??????

<http://www.usps.org/dues/reports/reports.php>