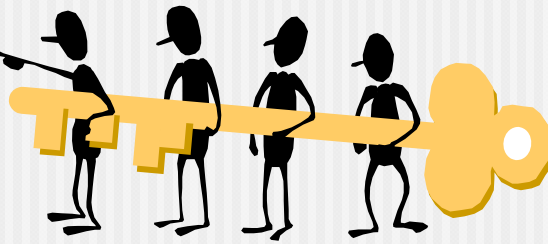


Membership Involvement Is the Key to Healthy Growth

District 8 Conference
Officer's Meeting
1 May 2011

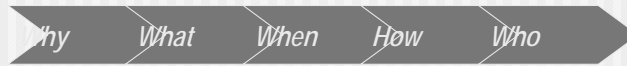


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- Follow the slides – some of the detail is a bit small, especially the statistics
- Take notes and record your own thoughts and ideas
- A starting point for your own Squadron retention/involvement program
- We're going to:
 - ❖ Talk about some of the district and squadron numbers
 - ❖ Discuss a plan we developed some years ago – the process and how it might work in your squadron
 - ❖ Get your ideas, too!

Agenda



- Why do people join and why are new members so important
- What are the statistics
- How can we retain more members
- When should the various actions happen
- Who can/should lead and participate in getting/retaining new members
- Summary

Involvement is everyone's job

People Join and Renew for Different Reasons



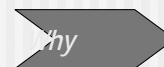
- Education – to take classes
- Boating Club (Fraternity/Fellowship) – to enjoy activities on and off the water with a group of people they like
- Community Service – to improve the boating education of the area

At every level, we see our net membership declining. The national vision and focus will concentrate on retention and involvement for healthy growth

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- Three parts of USPS – Education, Fraternity and Community Service
- People join for all three, or just one or two. . .
- Don't exclude people if they only join for one reason versus the other

Red is Negative and Green is Positive



Squadron	New Members	Non-Renewals		Squadron	New Members	Non-Renewals	
Biscayne Bay	0	0	0	Miami	3	7	-4
Coral Ridge	0	11	-11	Palm Beach	7	29	-22
Cutler Cove	0	0	0	Pompano Beach	13	17	-4
Ft. Lauderdale	30	9	+21	Port St. Lucie	1	5	-4
Hollywood	0	0	0	Sebastian	0	2	-2
Homestead	1	5	-4	St. Lucie River	2	2	0
Key West	40	7	+31	Vero Beach	55	15	+40
Marathon	7	1	+6				

Source: Dues Database 4/23/11

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- Most new members
 - ❖ Vero Beach
 - ❖ Key West
 - ❖ Ft. Lauderdale
- Most non-renewals
 - ❖ Palm Beach
 - ❖ Pompano Beach
 - ❖ Vero Beach
- Squadrons with positive growth – four!
 - ❖ Vero Beach
 - ❖ Key West
 - ❖ Ft. Lauderdale
 - ❖ Marathon

Don't forget most of our non-renewals come from the annual billing numbers in June – not anniversary billing between January and May

Calculate your numbers!

- Anniversary versus traditional billing
- Time lag for new or non-renewals
- Participation lists – different departments keep their statistics differently

www.usps.org/dues/reports/memberstatus.php



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- Check this report frequently
- You will need your squadron number and password – your Commander has both
- Call me if you have problems getting in and I'll help you!
- You have to know what the problem is before you can solve it!

Why Is Participation Declining?

- Do we ask too much too soon?
- Do we communicate the right way for new members? In-active members?
- Maybe we don't ask enough at the right times. . .



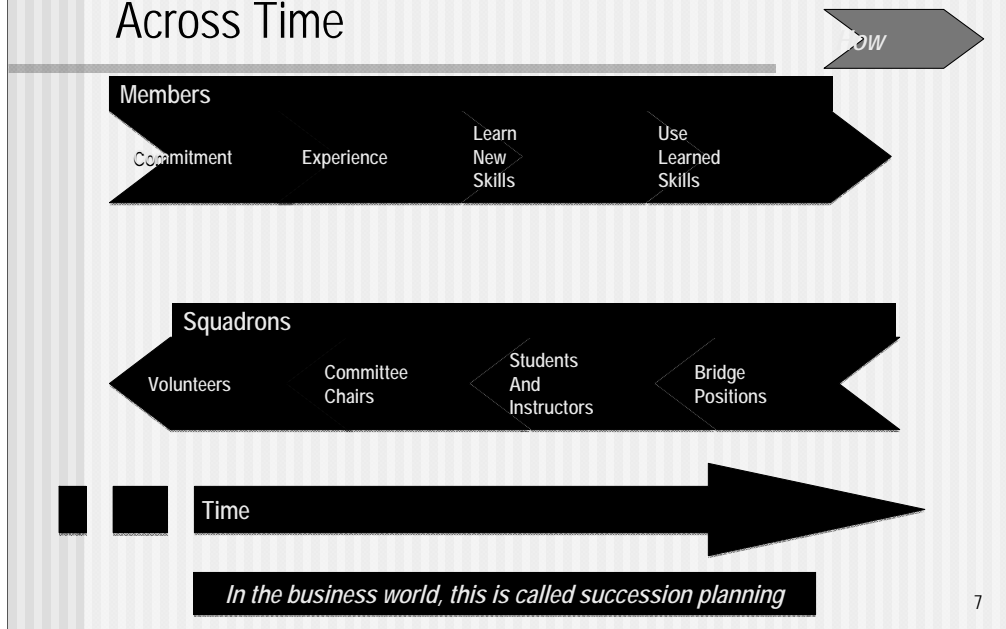
Some would say we need more volunteers rather than more members. . .

What do you think?

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- Why do we lose members?
 - ❖ Moved away, health, insurance, etc
 - ❖ Took all the classes they wanted
 - ❖ Didn't like our activities
 - ❖ Somehow. . .We didn't meet their expectations
- Do we offer enough? (ask audience)
 - ❖ Classes
 - ❖ Rendezvous
 - ❖ Dances

Let's Look at Members' and Squadrons' Needs Across Time



- We can all remember situations where new members were put into positions they could not handle well because they actually didn't know enough about the organization
- Sometimes, we fill Bridge positions with people who don't plan to do anything
- This is why succession planning is so important
- If you are re-cycling bridge members, this is one of the characteristics of a squadron in trouble which is a completely different discussion

Succession Planning Matches People Needs Against a Time Window



■ Members:

- ❖ Join for different reasons
- ❖ Have different interests and experience levels

■ Squadrons

- ❖ Have different needs at different times
- ❖ Don't always think about a 3 year time period

Think about new members and involvement across all the departments

Examples: Matching New Members' Interests to Squadron Needs



Commander's Department

- Dinner W/the Commander
- Participate/ chair a Committee

Exec's Department

- Coop Charting
- Change of Watch
- Participate/ chair a Committee

Admin's Department

- Dinners
- Land/water Events
- Participate/ chair a Committee
- Be an Assistant

Education Department

- Proctor
- Take Courses
- Teach Courses

Secretary's Department

- Write Articles
- Participate/chair a Committee
- Be an Assistant

Treasurer's Department

- Participate/ chair a Committee
- Be an Assistant

We Hope a New Members' Commitment and Experience Increase Over Time



<i>Small Time Commitment/Limited Experience (year 1**)</i>	<i>Increasing Time Commitment and Experience (year 2**)</i>	<i>Significant Time Commitment and Experience (year 3)</i>
Attend COW	Become a committee member	Chair a committee
Assist w/coop charting	Become a vessel safety inspector	Take an assistant or bridge position
Assist w/boat show and/or other outside functions	Take operations training	Teach a course
Set tables at a dinner meeting	Organize a rendezvous or other land event	** Some first or second year members may be qualified depending upon their experience when they joined the Squadron – however, too much too soon can be a path to non-renewal/non-involvement
Help serve a dinner	Proctor	
Attend a Dinner, Raft up or Other Land Event	Take a Course	
Help W/rendezvous or Land Event	Write an Article	
Greet at a Dinner Meeting	Attend a District Conference	
Make a Few Phone Calls	Join the Executive Committee	

Involvement and Communication Are Two Sides of the Same Coin



- We can inform people passively
 - ❖ Mariner (Squadron Newsletter)
 - ❖ Commander's Letter
 - ❖ Other mailings (Membership Involvement Event Invitation)
- We can include them actively in a variety of ways
 - ❖ Calling Committee
 - ❖ Commander's follow-up call
 - ❖ Face to face discussions
 - ❖ Greeting at Dinners
 - ❖ Asking for participation in a focused way

How the Nominating Committee Can Help

- Ask people about their interests and how/if they would like to contribute more
- Make it easy to say yes or no
- Think through candidates for 3 years into the future



The Nominating Committee can be about more than filling the Bridge

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- Don't lie to people!
- Don't say a job requires minimal time if it doesn't
- Don't downplay the need to have a merit mark or advanced grade
- Make sure officers understand the responsibilities of attending district and national meetings
- Make sure officers understand there will be some financial outlay
- Be careful who go onto the nominating committee

Let's Combine the 'Who,' 'When,' and 'How!'

Action (The 'How')	Who	When
Commander's Letter and follow-up call	Commander	First Month
Greet at Dinner Meeting/Invite to Commander's Table, Ask to help serve dinner	Commander, Admin, Bridge, Membership Involvement	2 to 3 Dinners
Follow-up Call (details on next slide)	Bridge, Executive Committee	Initial 3 Months
Ask to Proctor (if appropriate)	Education Officer, Bridge	Initial 3 Month follow-up
Sponsor New Member/Membership Involvement Event	Membership Involvement	As Appropriate

Here are a few things we can start or continue to do. . . Let's not forget all of our past successes

First Steps. . .Just a Few Phone Calls

	<i>Call 1</i>	<i>Call 2</i>	<i>Call 3</i>
New member just completed the Public Boating course	Discuss Upcoming Classes	Talk About Previous Events	Talk About Previous Events
	Date of Dinner	Discuss Upcoming Classes	Discuss Upcoming Classes
New member transferred from another squadron	Invitation to Proctor	Date of Dinner	Date of Dinner
	Date of Other Events	Date of Other Events	Date of Other Events
New member – other source	Ask About the <i>Mariner</i>	Ask About the <i>Mariner</i>	Ask About the <i>Mariner</i>
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Summary

- To increase involvement and reduce non-renewals requires an organized effort by Squadron Leadership
- We need to formalize a plan that matches the diverse needs of our membership with the variety of opportunities the Squadron offers
- Using a 3 year approach should increase involvement and help simplify the job of the nominating committee