

Club Recruitment and Retention Strategies

How

- Focal point is the person
- Set growth target, revisit each month and annual report

Define Success

- Growth
- Attendance at meetings
- Fun environment
- Celebrations – milestones, birthdays, appreciation luncheon, etc.
- Learnings – Great speakers, personal development, and satisfaction
- Everyone tries to recruit friends and acquaintances
- Try new activities and socials
- Welcoming all at meetings, telephone calls, visits, letters, emails, messaging
- Inclusive focus
- Sharing and helping other clubs

Leadership and Administration

- Transition management team, perhaps a Welcoming Event
- Monthly management team meetings run efficiently
- Effective communications – timely, lots of listening
- Job descriptions to assist in position duties, succession planning and interviews
- Create backup members or share jobs [assists with vacations, illness, time off, role sharing]
- Use PROBUS Canada Club Reference Guide
- New ideas and sharing mindset
- Manage wait lists, keep them active, form a new club

Communication

- Fun, interactive, inclusive
- Activities and social events
- Encourage and listen to members' new ideas
- Inclusive events: designate mixed seating at a luncheon, dinner, function
- Encourage the management team to get to know new members
- Monthly newsletter provides information, focus, and cohesiveness to the club.
- Website can be a game changer; e.g. Glacier club gets 50% of new members this way
- Encourage the use of PROBUS Canada Website
- Advertise: Coffee News, senior connections, local newspaper, etc. one week prior to meeting, advise Shaw Cable, churches, joint venture with newcomer groups
- Updated printed materials for distribution around town
- Management team attends local events telling the PROBUS story to attract new members
- Attend open house at a community centre, library, people gatherings – sign the venue
- Town and City entrance signs [logo] along with other clubs [Rotary]
- Up-to-date membership roster shared with the membership
- Offer rides to meetings and events
- Sunshine person – produce individual member club business cards with their photo
- President meets and welcomes new guests
- Membership Chair active in welcoming potential new members encouraging them to attend the next meeting, application form, introductions, short bio – letter, email, phone, etc.
- Exit interviews to determine why members leave your club
- Members Corner – a five-minute meeting presentation to talk about a subject they are passionate about

Social

- Type of club consider the mix and being inclusive – combined, men's, women's
- Venue is Key – is it still valid? Allows for growth? Luncheon rates? Golf Clubs good alternatives



- Bring a Friend
- New activities – members want fun
- Core events – spring luncheon, summer BBQ's, fall picnic, Christmas luncheon or dinner
- Recognize special events – July 1st, October Probus month, Remembrance Day, etc.

Presented by Keith McGregor, District BC1, 22.03.28