

Turn on Recording



**friendship force**  
**CANADA**

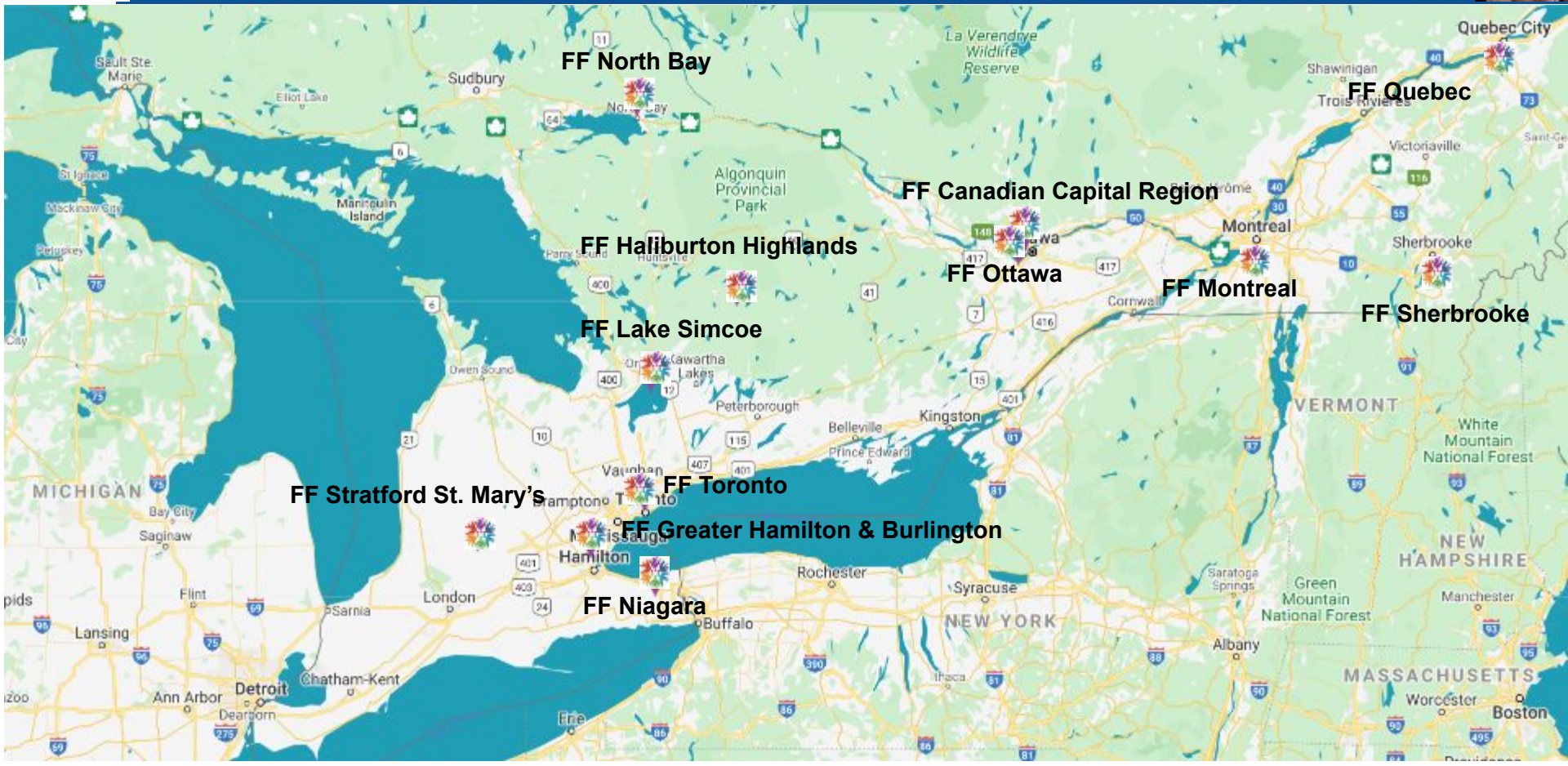


# FF Eastern Canada Clubs Recruitment Workshop



# Welcome the Clubs of Eastern CANADA

Pierrette Benoit





# The Clubs of Eastern Canada Welcome You

**Pierrette Benoit**  
Regional Rep  
FF Eastern  
Canada



**Lynda Heffernan**  
President  
FF Ottawa



**Morton Sider**  
President  
FF Niagara



**Gloria Tuck**  
President  
FF Toronto



**Irene Hayworth**  
President  
FF Greater Hamilton  
& Burlington



**Marian Beauregard**  
President  
FF North Bay



**Charlene Cooper**  
President  
FF Haliburton  
Highlands



**Rose Creamer**  
President  
FF Stratford  
St. Marys



**Jon Wagner**  
President  
FF Lake Simcoe



**Harry Qualman**  
President  
FF Canadian Capital  
Region



**Sylvie Limoges**  
President  
FF Montreal



**Ginette Bousquet**  
President  
FF Sherbrooke



**André Cauchy**  
President  
FF Quebec





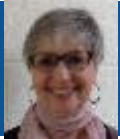
## Agenda

1. Welcome
2. Presentations (30 min)
  - FFI Recruitment Resources – Pierrette
  - FF Greater Milwaukee Resources – Dave
  - FF Canadian Capital Region Recruitment Strategy – Claire
  - FF Ottawa Retention during the pandemic - Joanne
  - FF Lake Simcoe Marketing & Membership Strategy/Tools – Jon
4. Breakout Rooms ( 30 min)
  - In your assigned breakout room, you have the opportunity to discuss your chosen topic with other members
4. Plenary Discussion (30 min)
  - Small groups report back key points



# FFI Recruitment Resources

Pierrette Benoit



<https://www.friendshipforce.org/resources/>

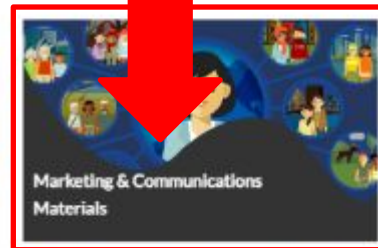
LATEST NEWS FROM FRIENDSHIP FORCE. NEWS & UPDATES VIRTUAL EXPERIENCES DONATE



Select Language FAQs Contact Us f t

JOURNEYS BECOME A HOST WHO WE ARE MEMBER RESOURCES Donate Join

## Member Resources





# FFI Recruitment Resources

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## Best Practice Resources for Leaders



New Member Orientation  
The Friendship Force of Lincoln



"WELCOME TO THE FRIENDSHIP FORCE OF LINCOLN!"

New Member Orientation



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INTERNATIONAL

The 'Taupo Experience' Membership Plan

Membership Recruitment: Taupo  
Experience Membership Project

The 'Taupo Experience'

Membership  
Recruitment

Membership Recruitment: The  
Taupo Experience PPT

How to keep your members engaged

By: Simone Lanzoni  
FF Force Ribeirao Preto- São Paulo- Brazil

How To Keep Your Members  
Engaged

Engaging the Next Generation

What we hope to cover in this workshop -

• Understanding Generational Differences

• Understanding the Trends in Terms

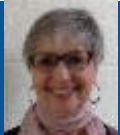
• Strategies for Engaging the Next

Engaging the Next Generation  
Powerpoint



# FFI Recruitment Resources

Pierrette Benoit



## Best Practice Resources for Leaders



### 100 Recruitment Ideas

Set Club Goals and Plans

### 100 Recruitment Ideas for Your Friendship Force Club



How is your club doing?

### Assessment and Action Plan by FF New Zealand

Marketing and Media Relations  
Tips and Techniques to Grow  
FFI Membership

ANDREW BOWEN, APR  
KARE WEBBAS  
© 2019

### Using Media Relations to Grow Club Membership



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NEWS MEDIA RELEASE TEMPLATE SHOWING HOW TO CONSTRUCT RELEASES

Sept. 15, 2019

Media Contact: Your full Name  
Your mobile phone number  
Your e-mail address

Foods from all six continents are on the menu Oct. 26;  
Friendship Force of (Your City) "journey"

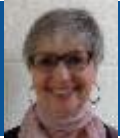
FFI - Friendship Force of (Your City) and a  
Centro-Joseph

### News Media Release Template



# FFI Recruitment Resources

Pierrette Benoit



## Marketing & Communications Materials







# FFI Recruitment Resources

Pierrette Benoit



All the Member Resources will soon be migrated to MyFF

Please ensure your members have all signed up:

[https://my.friendshipforce.org/en/users/sign\\_up](https://my.friendshipforce.org/en/users/sign_up)

The screenshot shows the homepage of my.friendshipforce.org. The browser address bar displays the URL. The page features a navigation menu with icons for Home, My Dashboard, Member Resources (highlighted with a red box and arrow), and Journeys. A central banner reads "Order Your Club Logo" with logos for Friendship Force Christchurch, Toulouse, and Sapporo. A "DONATE" button is visible in the top right. A "Global Events" section on the right indicates "Coming soon". Two news items are shown at the bottom: "November 19, 2021" and "November 12, 2021".



# FF Milwaukee Membership & Recruitment Strategy & Tools

Dave  
Kalan



friendship force  
GREATER MILWAUKEE  
*Explore • Understand • Serve®*



[Welcome](#)

[About FFGM](#)

[About Milwaukee](#)

[Journeys/Events](#)

[Photo Gallery](#)

[Resources](#)

[Policies](#)

[Log In](#)



**Thirtyone years and still growing!!  
Friendship Force of  
Greater Milwaukee  
invites you to experience the  
opportunities that abound within our  
global community.**

*A click on any heading or the sub-heading at the top will take you to major topics and subtopics for detailed information.*



## Membership as a Priority

- Lost 25 of 130 members in 2015 due to aging membership
- Need to maintain membership to host 3 inbound journeys (international, domestic, Open World)
- Need to find new leaders with new ideas
- Club started in 1989 so charter members have aged
- Need to find a way to get people to notice us
- Need diversity to better represent our local community



## FFGM 2016-2018 Strategic Goals: #1 Membership

Maintain membership at not less than 130 members

- Establish a Membership Committee in 2016 to work with the Public Relations and Community Outreach Committees
- Focus recruitment on pre-retirement or early retirees
- Seek a diverse membership
- Organize an event following the TAUPO model for membership by the end of 2017
- Research an event featuring a known personality
- Plan event specifically for member's adult children/grandchildren



## Recruitment: Following the New Zealand (Taupo) Model

- Got the whole club involved
- Asked all members to submit names of family, friends and acquaintances who might be interested in Friendship Force
- Established event committee
- Got members involved in execution of event (food, drink, setup, ethnically costumed members)
- Sent formal invitation to 175-200 people with an emphasis on making the event seem very special
- Follow-up! Follow-up! Follow-up!



# FF Milwaukee Membership & Recruitment Strategy & Tools

Dave  
Kalan



**Get Acquainted  
with  
Friendship Force  
of  
Greater Milwaukee**





# FF Milwaukee Membership & Recruitment Strategy & Tools

Dave  
Kalan





## Retention Through Engagement

- Scheduled a club activity one week after membership event
- New member orientation session one month after event
- Handed out new member handbook
- Had new members complete questionnaire (job, hobbies, interests, membership in other organizations, how would they like to be involved in our club)
- When we need a volunteer or committee member, we ask new members to participate
- We assigned each new member a mentor and developed mentor guidelines





## Results

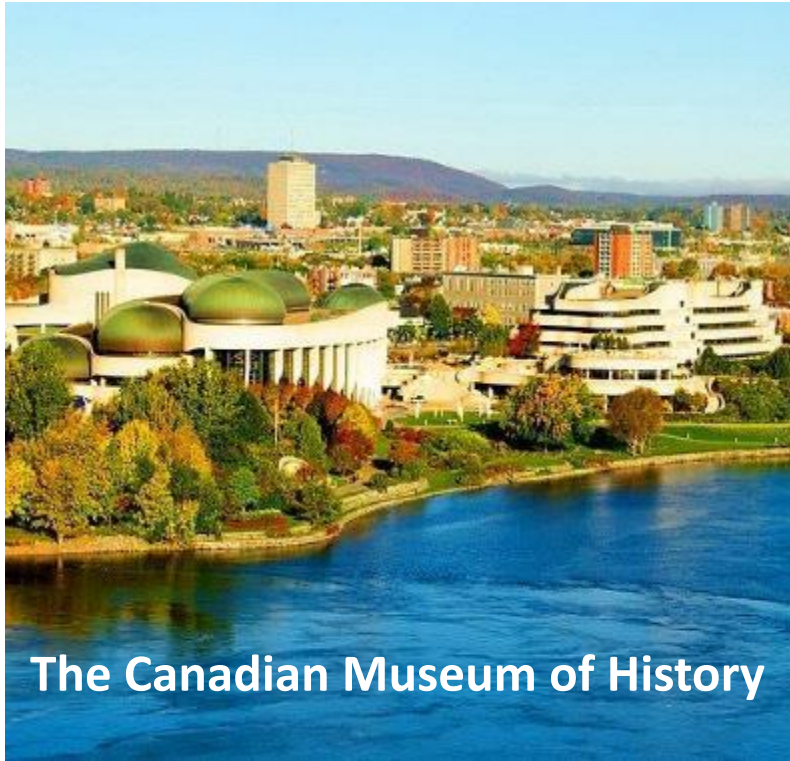
- 25 new members within 6 months following the event
- The new members are very engaged
- Our committees are now half-filled with new members
- New members are introducing new ideas into our club
- We found a new board member in an area where we had a need
- New members are going on journeys
- New members are hosting
- We have a large list of potential members from the people who couldn't attend the membership event



# FF Canadian Capital Region



Claire  
Morissette



The Canadian Museum of History



The Rideau Canal



# FF Canadian Capital Region Recruitment Strategy



Claire  
Morissette

**46 new members recruited in 2 years and 3 months**

**2 key factors:**

**Recruitment Committee**

**Recruitment Strategy**



## Recruitment strategy

- **Target group**
- **Target number**
- **Action plan**



## Action Plan

- **Get members involved**
- **Form partnerships with organizations serving our target age group**
- **Follow-up with interested persons**
- **Create publicity materials**
- **Use social media and traditional media**
- **Adopt small changes in our internal policies**



## Our best sources for recruitment proved to be:

- **Former members who decide to re-join: 6%**
- **Friends or acquaintances of our current members: 35%**
- **Partnerships with community organizations (Information kiosks and conferences given to their members): 59%**



# FF Ottawa Retention during the pandemic

Joanne Curran



The screenshot displays a Zoom meeting in progress. The primary video feed shows a scenic outdoor location with mountains, a paved path, a bicycle, and a car. To the right, a vertical grid of six participant thumbnails is visible. The thumbnails are labeled as follows: 'Colin and Mary ...', 'Wendy Adams -', 'Joanne Curran', 'Kathy Harberill', and 'Raymond J Cole'. The 'Joanne Curran' thumbnail is highlighted with a yellow border.



## **Retention during the Pandemic: ZOOM**

- **Cultural excursions presented by pre-pandemic, journey ambassadors**
- **Visual storytelling – member presentations of favourite travel mementos/photos**
- **Continuing education sessions (e.g. genealogy, electric cars, cybersecurity) presented by experts (members and non-members)**
- **Virtual scavenger hunts locating images of unusual public benches or sculptures from around the world**
- **Regular virtual evening meet-ups and occasional outdoor in-person meet-ups at parks**
- **Member development of a club promotional video highlighting inbound journey activities and local attractions**
- **Virtual bridge**





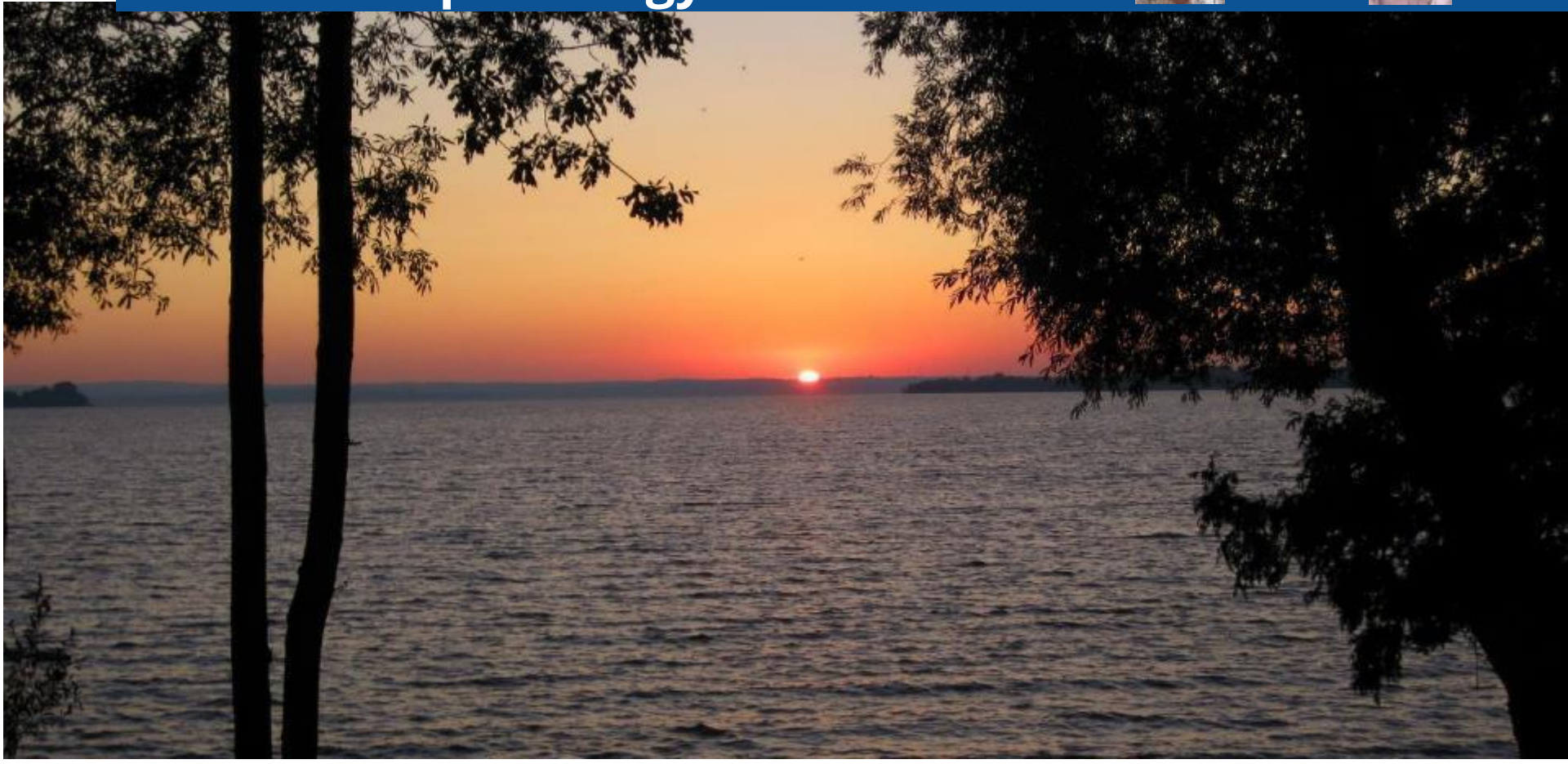
# FF Lake Simcoe Marketing & Membership Strategy & Tools



Carol  
Aberdeen



Jon  
Wagner





# FF Lake Simcoe Marketing & Membership Strategy & Tools



Carol Aberdeen



Jon Wagner

## Launching a new club - 2019

- Developed series of “Intro to Friendship Lake Simcoe” presentations



10 min



15 min



30 min



60 min

- Contacted Newspapers, local Publications to write articles, promote talks





# FF Lake Simcoe Marketing & Membership Strategy & Tools



Carol Aberdeen



Jon Wagner

## Launching a new club – 2019 + 2020 + 2021

- Scheduled presentations to organizations with synergy, collected names and created “Friends of Friendship Force Lake Simcoe”
  - 6 Probus Clubs, Rotary, Retired Teachers, Chamber of Commerce, TALL
  - Delivered public presentations at Libraries, Community groups
  - Scheduled booth at Mariposa Folk Festival – deferred to 2022
  - Invite Friends of FFLS to GM’s pre-meetings
  - Special Zooms

**friendship force**  
LAKE SIMCOE

**Friendship Force coming to Orillia/ Lake Simcoe: Come hear all about it!**

Would you like to make new friends, be more involved in your community, learn about other cultures and food, explore your local area, and come face to face with someone from another part of the world? Then add to your list of fun activities and join the world's largest volunteer organization!

Founded in 1977 by Wynne Smith with 13 members, Friendship Force has grown to include 100 countries in 1995. We're a non-profit organization that brings people from different parts of the world together to build peace.

**Wed. July 10, 2019, 5:30 - 6:30 pm**  
Held on Zoom at 5:30 - 6:30 pm for those unable to attend in person.  
**Orillia Public Library, 34 Westwood St W., Orillia, ON L3V 8H7**  
Join us at 5:30 pm  
Join us at 5:30 pm  
For more information: [www.friendshipforce.org](http://www.friendshipforce.org)

**friendship force**  
LAKE SIMCOE

**New: Friendship Force Lake Simcoe Come join the Club!**

Would you like to make new friends, be more involved in your community, learn about other cultures and food, explore your local area, and come face to face with someone from another part of the world? Then add to your list of fun activities and join the world's largest volunteer organization!

Founded in 1977 by Wynne Smith with 13 members, Friendship Force has grown to include 100 countries in 1995. We're a non-profit organization that brings people from different parts of the world together to build peace.

**Thursday October 10<sup>th</sup> at 6:30-8:00 pm**  
**Barrow Township Public Library, 5482 Hwy 12 S., Barrow**

More information: [www.friendshipforce.org](http://www.friendshipforce.org)  
Join & Deb Wagner  
For more information: [friendshipforce@friendshipforce.org](mailto:friendshipforce@friendshipforce.org)  
753-843-0888 / 753-843-0244

**friendship force**  
LAKE SIMCOE

**Friendship Force Lake Simcoe International Potluck**

**Sun. Nov. 10<sup>th</sup>, 1:00-4:00 pm**

**Where:**

- 4th & Oak Street, 753-843-0888 (near the Orillia Community Centre)
- 40 Dundas Street West, Markham, ON L3R 9J9 (Dundas & Victoria)

**What to bring:**

- An International Dish (at least 1/2 hr. prep time, and ready to serve)
- Bring your own plates and cutlery if you don't have home glassware etc.
- TIPS: Don't drink coffee, beer, soft drinks.
- Those who bring their own dishes may be requested to join our club.

[www.friendshipforce.org](http://www.friendshipforce.org) [www.friendshipforce.org](http://www.friendshipforce.org)

Friendship Force is a non-profit organization that brings people from different parts of the world together to build peace. We're a non-profit organization that brings people from different parts of the world together to build peace.



# FF Lake Simcoe Marketing & Membership Strategy & Tools



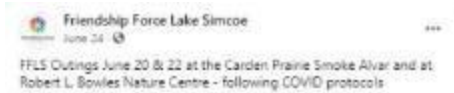
Carol  
Aberdeen



Jon  
Wagner

## Launching a new club – 2019 + 2020 + 2021

- Building partnerships with Mayor of Orillia, Robert L. Bowles Nature Centre, Third Age Learning Lakehead (TALL), Lakehead Master Naturalist program, others
- <https://www.robertlbowlesnaturecentre.com/post/hosting-friendship-force-lake-simcoe>
- <https://www.lakesimcoeliving.com/blog/blog/making-new-friends-around-the-world.html>





# FF Lake Simcoe Marketing & Membership Strategy & Tools

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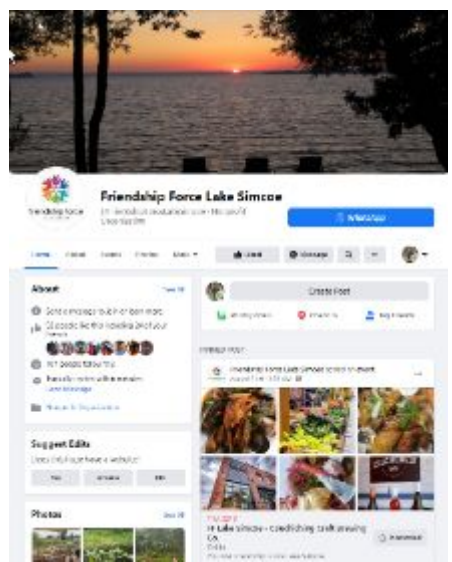


Jon  
Wagner



## Launching a new club – 2019 + 2020 + 2021

- Graphics student 2020: FFLS Facebook Page + Rack Card + marketing
- Focus on coaching, mentoring & engagement





# FF Lake Simcoe Marketing & Membership Strategy & Tools



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## Retention During the Pandemic

- Regular Zoom meetings with fun, interesting, informative topics
- Continuously expanding “Friends of FF Lake Simcoe distribution”, boost Facebook





# FF Lake Simcoe Marketing & Membership Strategy & Tools



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## Retention during the Pandemic

- Monthly Small Group gatherings following COVID protocols





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Aberdeen



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Wagner

## Current State

- Current membership of 30
  - Many “somewhat” disconnected from group as a result of Covid, despite ongoing Zoom & recently in-person get togethers
- 50 “Friends of FF Lake Simcoe” potential members

## Target

- Add 30 new members
- Re-engage existing members







# FF Lake Simcoe Marketing & Membership Strategy & Tools



Carol Aberdeen



Jon Wagner

## Action Plan 2021-22

- Telephone contact with all current members and “Friends of FFLS”
- Initiate a member referral program and host a meet & greet info session
  - 35 participated on Nov 20<sup>th</sup>, now doing follow-up
  - 16 new members in last 4 months, so far
- Create a Membership Committee
  - Build and implement recruitment and orientation processes
  - In partnership with students, design marketing/recruitment/new member materials following the NEW FFI Brand Guidelines
  - Follow-up with each new potential member





# Sharing Tools on Google Drive



Jon  
Wagner

## The tools referred to in this presentation are available to you in Google Drive

1. Send an email asking for access to the FF Eastern Canada Google Drive to: [jonwagner.fflakesimcoe@gmail.com](mailto:jonwagner.fflakesimcoe@gmail.com) and provide me with your “Gmail address” (you will require a Gmail address to access Google drive – if you don’t have one you can easily create a new one such as [bob.FF@gmail.com](mailto:bob.FF@gmail.com))
2. I will add your name for access to the tools in the folders
3. You will receive a reply, click on the link:
  - FF Eastern Canada 2021 - Planning/Managing Inbound Journeys Workshop:  
[https://drive.google.com/drive/folders/1DlyWVPvgF1\\_mj\\_8DR03ovHHKtz3ovVra?usp=sharing](https://drive.google.com/drive/folders/1DlyWVPvgF1_mj_8DR03ovHHKtz3ovVra?usp=sharing)
  - FF Eastern Canada 2021 - Planning/Managing Outbound Journeys Workshop:  
[https://drive.google.com/drive/folders/1k\\_647pqDTJ-xHLEiZekoswJ2CbZUxyHm?usp=sharing](https://drive.google.com/drive/folders/1k_647pqDTJ-xHLEiZekoswJ2CbZUxyHm?usp=sharing)
  - FF Eastern Canada 2021 - Recruitment Workshop:  
<https://drive.google.com/drive/folders/1qXUapWeGQrDbgnQams89ty9HBzQwUDpS?usp=sharing>



## Breakout Rooms – 30 minutes

### Discussion Group A: RETENTION through ENGAGEMENT

Journeys inbound and outbound are obvious ways of keeping our members engaged in the club. In addition to journeys, what else can our local FF clubs offer its members to keep them engaged and keen to travel, to continue learning about other cultures and possibly other skills, to foster friendships within the club?

### Discussion Group B: RECRUITMENT through MARKETING FF locally, regionally, nationally

How can Friendship Force **raise its profile and reach** so that we are able to introduce our clubs to, soon to be, or newly retired individuals who are looking for what we're offering....cultural education, citizen diplomacy, friendships?



## Plenary Discussion – 30 minutes

### Small Groups report back key points

- Each group Leader + Reporter will report back on:
  - Top Ideas
  - Top Commitments for Follow-up
  - Collective ideas/actions across clubs



## Wrap-up

**Thank you for your Participation**

### **Next Workshops: Early 2022**

- Planning & Managing Inbound Journeys
- Planning & Managing Outbound Journeys