

# **MEMBERSHIP WORKSHOP**

**PILOT INTERNATIONAL CONVENTION  
MONTREAL CANADA  
2016**

**Presenter:  
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# Recruiting

- Develop a strategic plan. Set a specific goal for the number you wish to recruit. Membership is a year-round priority and needs to be planned.
- Host exciting Share Pilot events at least twice per year. Encourage each Pilot to invite at least one guest.
- Seek out and encourage former Anchor Club members. They may just be waiting to be asked.
- Consider a Distinguished Citizens Award to an unsung hero in the community. This helps to promote Pilot to persons who otherwise might not have heard about the Pilot Organization.
- Offer Incentives/Contests for a specific time to those bringing in the most new members.
- Promote Pilot membership at every opportunity (fundraisers, projects, your place of employment, social and community events, Brain Minders.)
- Identify potential members by looking at their lifestyles. Are they community minded and interested in making a difference in the lives of persons in their community?
- Refer family and friends to Pilot Clubs in other Cities. It is possible to recruit members in Clubs other than your own.
- Wear Pilot pins and other memorabilia in an effort to start conversation and generate questions.
- Publicize meetings, events, elections, in Local Newspapers.
- Send letters to Media persons with an invitation to attend a club meeting.
- Develop club brochure for prospects and speakers.
- Identify your Club with one or more “Signature Community Projects”.
- Sponsor a Membership Symposium in Malls, etc., give information packages.
- Ask Corporations and Employers to sponsor or subsidize membership to their staff.

- Repeatedly invite prospective members. There are persons you may have asked years ago and they said ‘no’, but they may be in a better position today to say ‘yes.’
- If a prospect can’t attend your meeting due to time constraints. Suggest another Club.

## **NEW MEMBER ORIENTATION**

- Make Initiation Ceremony special and memorable.
- Conduct an orientation/information session as quickly as possible. The more they know about the organization to which they belong, the quicker they become involved.
- Assign them to a Division immediately. You may wish to assign them to the same Division as their sponsor for the remainder of the club’s administrative year. This familiarity will allow for easier transition into the organization
- Involve them immediately at a level they are comfortable with. This provides an opportunity to get acquainted with other members, while making a contribution to the club.
- Obtain their input. They need to feel that they are a part of planning and implementing club activities.
- Promote inclusion at meetings, avoid cliques by encouraging seasoned members to sit with, and get to know different people at meetings.
- Initiate a buddy system to assure they are made to feel a part of the club membership.
- Explain all Pilot Terminology. New members feel lost and confused if they do not understand what is being discussed.
- Arrange a series of phone calls. Assign someone to call and remind them about projects and other activities.
- Contact them, if they are absent from a meeting. Let them know how much they were missed.

- Encourage the wearing of name tags.
- Avoid intimidation of new members.
- Protect them from Virus members.
- Make them feel welcomed, comfortable, needed, and valued, but challenged.
- Encourage them to attend District and International Conventions.

## **MEMBERSHIP RETENTION**

- Generate enthusiasm among members.
- Plan and coordinate fun and exciting social activities to promote friendship.
- Run well-prepared, timely and efficient meetings. Time is an important commodity in everyone's life. Meetings should be well prepared and run efficiently. If members feel their time is being wasted, they may think twice before attending meetings.
- Conduct periodic surveys to assess the level of membership satisfaction.
- Promote opportunities for personal growth by coordinating training sessions, especially Club Officers.
- Identify interests and talents of each Pilot member and find out how to match these with club projects.
- Get to know your members---be aware of what is going on. When situations or changes occur in their lives, their attitude about Pilot is probably going to change also. This is where sensitivity and caring will count. Talk with them, find out why they are not attending meetings and projects.
- Be cognizant of possible signs of those who are unhappy and may drop out.

- Encourage involvement of **all** members .Ensure that new and long-standing members have a specific duty within the club. Members feel a greater sense of commitment and team spirit when they have a definable task for which they are responsible.
- Celebrate individual efforts. Think of ways to recognize and reward outstanding performers.
- Recognize members who bring in members in your News Letter.
- During Membership Month, display a large Poster that lists all members who have sponsored members and the persons those members has sponsored
- Identify your most at-risk members. Target them for additional one on one contact during the year and encourage them in the areas of their strength.
- Share what is learned at District and International Conventions and spread this information out over several meeting. The more they know the organization, the more engaged they become.
- Evaluate programs to ensure that they are relevant to the community and fulfilling to members.
- Ensure that members know the direction and vision of the club and are committed to assuming whatever role is required....leader or follower.
- Make Program meetings fun-filled. So much so that members go away with the feeling that they cannot wait for the next meeting.

## **TURN-OFF'S/ REASON WHY PEOPLE LEAVE**

- Lengthy, disorganized meetings/uninteresting programs
- Boring speakers on boring topics
- Unexciting, unimaginative fundraisers
- Cliques and power struggle
- Afraid to participate (**more seasoned members know-it- all attitude**)
- Ideas not requested or appreciated

- Lack of respect of others (too much talking and interruption at tables)
- Pessimism, apathy, bad attitude, in-fighting
- Poor fellowship
- Friction within the club such things as:
  - ✓ Negative thinking members
  - ✓ Generation gap
  - ✓ Club '**run by a few**' or dominated by '**past officers**'
  - ✓ Black balling of potential members, etc.
- Expectations not met
- No challenge
- Don't know what is expected of them
- Lack of information (**members left completely in the dark**) or too much needless information
- They feel excluded or useful
- They are not involved
- Poor communication
- Not properly educated about Pilot
- Weak leadership
- Don't know what is expected of them
- Financial difficulties ( club too costly)

## **REASON WHY PEOPLE JOIN**

- Opportunity to serve Community
- Networking opportunities
- Opportunity to build friendship and fellowship
- Personal growth and development
- A sense of belonging
- The need to be valued, appreciated, accepted and recognized
- Share ideas and planning
- Entertainment/ fun activities
- Rewards

## RECLAIMING

- Keep an active file on members who have left the club .Communicate with them from time to time. Circumstances change, job change, responsibilities are altered. They may wish to rejoin, and are waiting to be asked.
- Every effort should be made to reclaim former members who have left the club. You may be surprised at the rate your club can grow by following up on the status of members who have left. Often, they will return just because you took the time to ask them to. Make them feel missed and needed—they are!
- It's best of course, to find out why a member wishes to leave and if possible, try to resolve it.
- Ask members who leave during the year to complete an exit interview form giving useful information on how the club might improve. Some members may feel they were not properly oriented. (The form for this purpose can be found in the Club's Manual)
- Invite former Pilot members to special events.
- Host periodic reunion of past members. Let them know what has been happening and how much we miss them.
- Remember the resigned member's birthday and other special holidays. It's especially meaningful if the former Pilot receives an occasional card or note by members of the club.