

# IT'S ALL ABOUT THE MEMBERSHIP

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How do we increase membership in our clubs?

Membership is the life of our organization. If your membership is on the decline, you may need fresh ideas to get people interested in Pilot. All members of the club should always be on the lookout for new members.

## ***RECRUITING NEW MEMBERS***

**Have a short speech about Pilot ready!**

**What are the advantages of being a Pilot?** Explain how and why your club is important to you personally. You start by telling your story and journey to Pilot. Make sure you have Pilot information with you, such as the Pilot Log.

**Why should they join?** Tell this prospective member what Pilot can do for them. Pilot has many interesting programs that will fit into their life. BrainMinders is an excellent example. We have BrainMinders programs for children and seniors. Include the prospective member in a BrainMinders presentation. They may find a favorite BrainMinder Buddy.

If your club has a helmet safety day, **The Helmet People** may be of interest to them. Being able to fit a helmet on a child can be one of the most rewarding things they can do. They are helping to save a child from a traumatic brain injury.

Explain to this person what is in it for them. Being a Pilot could further their career, they will meet new and fascinating friends, and Pilot is definitely a wonderful organization to be a part of. They also need to know that Pilot is fun! Tell them about your experiences in Pilot. There are many social aspects of Pilot. Tell them about fun times at Fall Council, District Convention, and Pilot International Convention. They will want to know more about the District and Pilot International. Talk with great enthusiasm about each one and the benefits of attending events.

**What great things are you and your club doing in your community?** You can explain how you raise funds for the club's service projects. You may have only one big fundraiser. If so, explain how the membership comes together to raise the funds necessary to carry out the projects currently in the plans of work. It is also necessary to listen to a prospective member's suggestions, so they can see how important they can be to the club.

**What are things your club has done in your community?** Many clubs host bicycle rodeos, the BrainMinders Program in the schools or other areas, helmet distribution for children, Bingo

with the Senior Citizens, and many others. Let a prospective member know how they can help to carry out these projects.

**If you are an officer, explain what you do.** You cannot have an organization without officers. Make sure you tell the prospective member about the club offices. Explain what each officer and appointee does for the club.

It is also important to have a Membership Team that can set up your club's recruitment plan. Listen to what the current members think will be important in recruiting new members. They can be responsible for getting information out about the club and the wonderful programs and services provided by the club.

When looking for new members, you must think about who your potential members will be. When you have a list of potential members, send them letters and visit with them in person. Invite them to visit one of the programs at your meeting. They will be able to see firsthand what your club is doing. The Membership Team can devise a plan to reach out to each person and actively recruit them. The team will report back to the club for their input as well. Make sure you let the person know how important they are to the club. Continue to make contact either by phone or in person. Give them a personal invitation to join your club. Wear your Pilot Pin or a Pilot shirt. Let them see your Pilot Pride.

Make it easy to join. Provide them with the necessary information. If your club has a brochure, make sure you give them one along with your Pilot business card. Explain about dues and who they will send them to in the club. You can even offer to help them in any way you see fit. If you are able, you can help pay their first year's dues.

We all know that not every person you reach out to will join. Stay in contact with them anyway. They may have questions that need answering about the club. Be there for them. They may change their mind and join.

Finally, at the end of each meeting, be sure to thank the prospective new members for their time. That "thank you" could make all of the difference. It is also important to send a thank you note. Because most people do not send them anymore, a beautiful Pilot thank you note will probably be a big surprise, and will show how valuable the prospective member is to your club.

### ***RECLAIMING MEMBERS***

When increasing membership, we should always think about members that chose not to rejoin. Visit and call to just check on them whenever possible. Many people face hard times and this could have been one of them. Let them know how important they are to you and to the Pilot Club, and how much they are missed. If you are having a special program, include them in the

invitation list. Make them feel special. If they did not feel included before it is up the club members to correct that.

### ***RETAINING MEMBERS***

To retain members, they must also know how important they are to the club. They have opinions and they should be heard. We should always spend time with our members and discuss new things that could be done.

New members are the future of the club, yet first year members are the least likely to renew their membership. We must continue to mentor, educate, and train new members. If they do not know information, it is our fault.

Do something special at each meeting for the membership. This will encourage members to be at all meetings. Recognize accomplishments, perfect attendance, a special award from the President for doing some act of kindness; anything which will encourage members to attend meetings. Stay Positive. Think Positive. Be Positive. Be a positive role model for all members.

How can we Do More, Care More, and Be More in the community? We increase membership by continuing to look for those that want more for their community. We showcase Pilot activities in monthly newsletters and the newspaper, thus showing how important a Pilot Club is to the community.

It takes work to achieve membership growth. Always remember the needs of the members and the community to keep membership happy so they will want to stay in the club.

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### ***ICEBREAKER – ALL TOGETHER NOW***

1. Divide into groups of three or four people depending on the size of the group.
2. Have the members in each group talk about themselves, their likes, dislikes, and lives for about 5 minutes.
3. The goal for each group is to find three things in common to all of the members in the group. It can be anything such as loving a sport, liking the same food, or a favorite movie.
4. Report back as a group at the end. Let others know about you and your new friends.

Finding something in common fosters communication between members and prospective new members. It can also foster communication among the current membership.