



# Membership

**Harold Osmundson, Club Growth Director**

# So, what's happening?





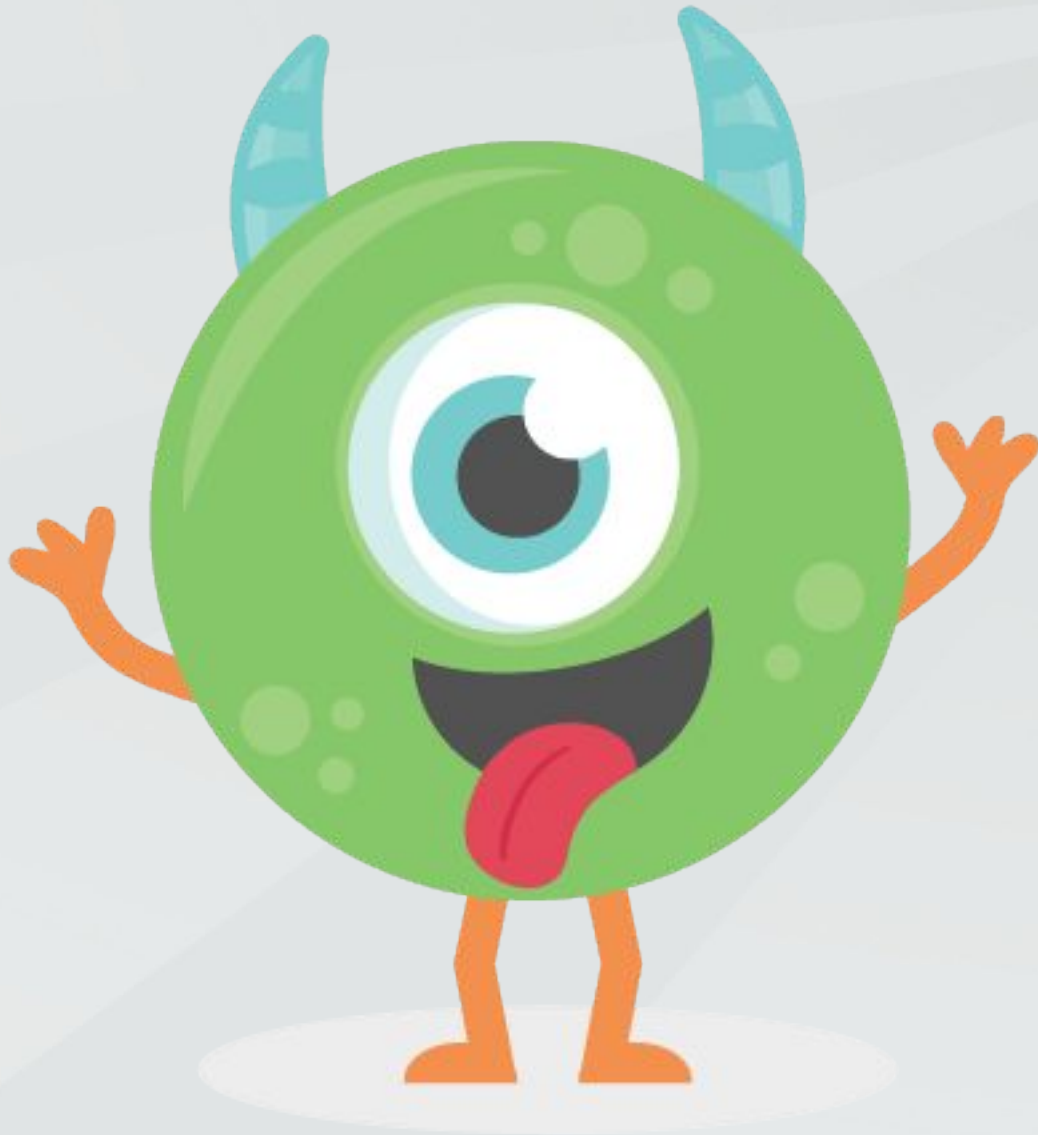
## District Mission

*We build new clubs and support all clubs in achieving excellence.*

What is excellence?

What keeps clubs from excellence?

# The Membership Monster!



# Importance of Membership



## Membership challenges cause

- Failure to achieve Distinguished
- Members don't submit awards
- Distraction from personal growth
- Discouragement (“over-saturated”)
- Club loss



# Membership



*Membership is as important as anything else. It's the limiting factor for clubs, areas, and divisions.*

*But what is membership?*

# Sides of the Membership Coin

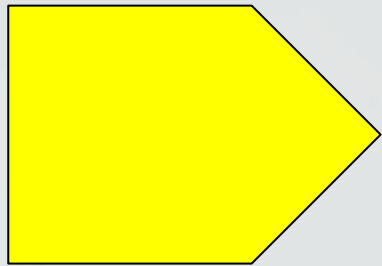


Attract  
New Members

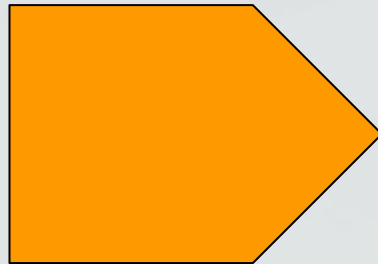
Retain Existing  
Members

The sides have different needs

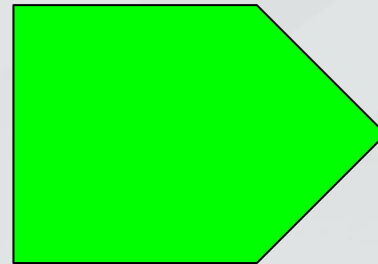
# Member Lifecycle



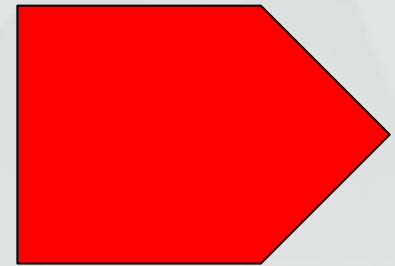
**Prospect**



**Guest**



**Member**



**Non-Renewing  
Member**

To keep membership strong,  
what's important at each stage?



# Marketing for Clubs



- For more members, get more guests
- For more guests, promote to the target audience
- How to promote?
  - Balance passive and active/direct
  - Inbound vs. Outbound

# Attracting New Members



“Marketing & sales isn’t about trying to persuade, coerce, or manipulate people into buying your services. It’s about putting yourself in front of, and offering your services to, those whom you are meant to serve - people who already need and are looking for your services.”

- Michael Port, *Book Yourself Solid*

# Marketing for Clubs



1. Who is the ideal member?
2. Where is the ideal member?
3. What message will connect?
4. How can the message be delivered?



Open club meets at office center:

- Who? Where? Message? Channel?

Closed club within company:

- Who? Where? Message? Channel?

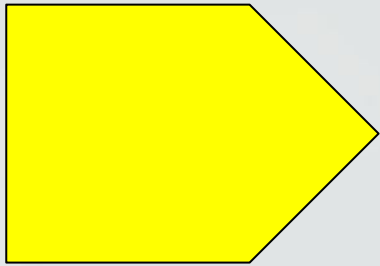
Open club meets at school:

- Who? Where? Message? Channel?

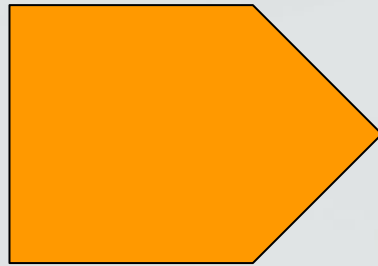


*Difficulties often stem from not identifying or reaching the target audience. Use the principles and don't leave membership growth to chance.*

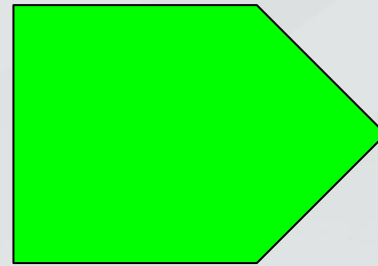
# Three Questions to Help Clubs



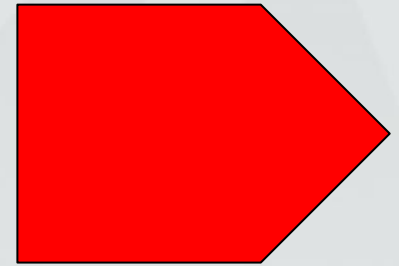
**Prospect**



**Guest**



**Member**



**Non-Renewing  
Member**

1. How frequently do guests visit?
2. What % of guests join?
3. How long do members stay?





Membership is a coin with 2 sides:

1. Attract new members with marketing, promotion, and a quality program.
2. Retain members with a quality program.

# My Requests



1. Start now and partner with clubs on membership.
2. Promote TI's 3 membership-building contests.  
Encourage open houses for each contest.
3. Offer to help with open houses.
4. Organize Area Council meetings around membership topics. Clubs-helping-clubs is the best case.

