

CREATING A MEMBERSHIP GROWTH STRATEGIC PLAN

FOR CLUBS

AGENDA

1. What is this plan?
2. Why plan for growth?
3. Steps to creating a plan
4. Finished product
5. Following your plan

WHAT IS THIS PLAN?

- Specific goals for membership growth
 - Recruitment and retention
- Created BY and FOR your club
- Actionable steps to achieve goals

WHY PLAN FOR GROWTH?

- More people = more impact
- Be part of building a legacy for your club
- Develop strategic planning skills
- Allow more people to have the experiences you have had!

STEPS TO CREATING A PLAN

COLLABORATE

Teamwork is the key to success.

- Invite multiple perspectives to the process
- Ideal: planned by the outgoing and incoming officers during the transitional period leading up to April 1

REVIEW

The present circumstances don't exist in a vacuum.

- How many paid / active members did your club have last year? The year(s) before?
- Has your club been losing members, staying steady in membership, or growing?
- Are there more new members or returners?
- What has your club been doing (if anything) to actively recruit and retain new members?

CREATE A GOAL

You need a goal to give your plan direction.

- Consider club's context / history
- What is realistic in terms of net growth?
 - Ex: If you lost three members last year, you need four new members to be at a NET growth of one member
- Goal can be ambitious, but must be achievable
- Clearly state goal at beginning of plan

ACTION STEPS: RECRUIT

You need to bring people through the door.

- How often will you “table” or pass out flyers per month?
- Who will follow up with people who express interest, and how?
- Will members be educated on recruitment tips during meetings?
- Who will be the point person(s) in planning and implementing these initiatives?

ACTION STEPS: RETAIN

Getting them in the door is one thing, getting them to stay is another.

- How will you celebrate the identities and achievements of new and returning members?
- How will member feedback be incorporated into decision-making and projects?
- How will responsibilities of the club be shared?
- How will members be educated about opportunities for growth available through CKI?

SAMPLE MEMBERSHIP GROWTH STRATEGIC PLAN

The University of Plants are Nice (UPAN) Membership Growth Strategic Plan was established to build, retain, and support a growing UPAN CKI membership. By utilizing the recruitment and retention techniques within, **we aim to have 30 dues-paid members by the end of the 2019-2020 service year for a net gain of 15 members (100%).**

RECRUITMENT

Goal: To effectively introduce students on our campus to our chapter of CKI.

- Appoint a Recruitment and Orientation (R&O) Officer. They will...
 - Develop “tabling” schedules, with tabling days executed throughout the year at least three times a month, with extra time allotted at the beginning of the semester.
 - Give 0.5 hours of service to members who “table” for 1 hour, for a maximum of 2 hours that can be earned this way.
 - Ensure that CKI is represented by at least one member at each New Student Orientation during the summer months.
 - Gather contact information from students who express interest, follow-up personally with these students, and add their contact information to the listserv.
 - Reach out to on-campus organizations, residence life, or academic departments asking if they would promote the club or a specific event in their newsletters. Initial outreach will occur in August.
 - Print customizable posters available at circlek.org and place them in visible spots around campus, within school guidelines.
 - Organize and promote “Bring a Friend to CKI Day,” where once a month existing members will bring new people along to a meeting. Whoever brings the most guests wins a prize.
 - Share a novel recruitment tip and/or lead the group in a relevant activity at each meeting to empower members, and bring them into the recruitment process.
- Social Media and Promotion
 - The Club Editor will highlight a community service project that club members have participated in post at least once a week on social media.
 - The Club Editor will adhere to the CKI brand guide to give the club a clean and recognizable look on campus.
 - The Club Editor will tailor the club’s quarterly publication to attract prospective new members to join CKI.

- The Club President will regularly update the university’s online portal for student organizations with relevant contact and meeting information.

- Dues Payment

- The UPAN CKI Treasurer will set a deadline for dues and will collect them from club members
- The UPAN CKI Treasurer will talk about the benefits of becoming a dues-paid member at each club meeting.
- The UPAN CKI Treasurer will reach out to each active person on the club roster who has not yet paid dues in October, inviting them to do so.

RETENTION

Goal: To effectively keep members engaging with our chapter of CKI.

- Recognize Members
 - Create a “New Member of the Month” award, presented by the Club President at the last meeting each month.
 - Birthdays for each month will be honored at the last meeting of said month.
 - The Club Editor will celebrate members through “Member Spotlight Mondays” each week on the UPAN CKI Instagram.
 - A Member Initiation Ceremony will be included in the End of the Year Banquet programming, planned by the outgoing E-Board.
 - New members will be asked to fill out an evaluation created by the E-Board concerning their experience with the club at the end of each semester.
- Reconceptualize Meetings
 - The Club President will organize weekly meetings that are more than updates, and will follow this pattern: Week 1: Upcoming Events, Week 2: Social, Week 3: In-House Service Project, Week 4: Leadership Development / Speaker.
- Educate Members
 - Any member education and orientation programs developed by International will be adopted and implemented.
- Foster Inclusivity
 - An energetic or friendly member will stand outside the meeting each week to greet returning and prospective members.
 - The Club President will ask club officers, and returning members to spread out during meetings and service projects, to socialize with and include new members. This will be required of club leaders.
- Leadership Development
 - Create a shadowing program that will be implemented twice a semester, where existing members can learn from the E-Board or a committee chair.
 - Two committee chair positions will be created exclusively for first year to hold, to be filled by October each year.
 - Members will have the opportunity to submit service project and team-building activity ideas, and even help facilitate such, by filling out a form on the club’s website.

FOLLOWING YOUR PLAN

REFLECT AND EVALUATE (PT.1)

Regularly return to and review goals as a group.

- Have we adhered to all the steps committed to?
- Have actors with specific roles to perform been held accountable?
- How many members have we gained, or lost?
- Are we on-track for our goal?
- Should we reevaluate, or recommit?

REFLECT AND EVALUATE (PT.2)

Two months before your term is over...

- Fully review plan (yet again)
- Initiate any last minute strategies to push yourself over your membership goal
- Do not be afraid to implement new ideas!
- Do not settle for numbers that are below your goal

REFLECT AND EVALUATE (PT.3)

At the end of the year...

- Ask what has been learned that can be applied to next year's plan
- Facilitate a transition meeting between outgoing and incoming club board to develop the next plan
- Include any additional reflections or lessons in transition materials to successor(s)

QUESTIONS?

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