

Club Management Tips & Strategies  
SSAI Convention June 11 & 12, 2025  
Day # 2

RECRUITMENT

- Directly invite people - Talking and inviting people all the time. Don't stop!
- Bring Awareness
- Advertising – Facebook, Facebook page, Websites
- Bring a friend
- Workshops open to the public - low cost
- Consistency
- Social Activities; Fun Activities - Model the “fun”
- Encourage participation
- Know their skills
- Ask for help i.e. bingo, exercises
- Annual Christmas dinner – invite community
- Partner with other organizations (Kinettes, school, etc.)
- Buy People a Membership; Draw for a free membership
- Phone people; Invite them to a function (Christmas Party)
- Annual meeting with free entertainment
- Liquor licence has been a draw for younger seniors
  - (members or invited guests only)
  - (new members welcome)
- Switched to an evening meeting; Older seniors prefer daytime activities
- Coffee days, Games nights
- Programming committee to book programs and advertise, then members would get first spots to program presentation.
- Post a newsletter publicly to engage interest!
- Do Article for local paper asking what the community needs and advise what club is doing
- Lower age to 50 to encourage more members to participate/join

## COMMUNICATIONS

- Group email and printed copies/text and phoning tree; Phone list (phone, text)
- Group texts, Multiple text groups for certain activities (i.e. card players), What's App
- Posters
- Facebook page – community, seniors
- Local Newspapers (community, regional, school, RM Review, Classified ads) & Letters
- Gray Matters
- Word of mouth
- Flyers posted around town (post office, store, café), or flyers in advertising bags
- Street board / Sandwich board, electronic or bulletin boards (village/town/highway)
- Other boards (church, school, council, rec, etc.)
- School newsletter for the Grandparents
- Monthly town newsletter
- Seniors section in newsletter with utility bill
- Distribute newsletters – library, post office, mailboxes
- Share ideas and make event announcements at activities i.e. coffee/cards gathering
- Visit senior housing
- Monthly meeting
- Potluck suppers – discuss motions
- Share info with neighboring clubs
- Share with family
- Coffee shop daily
- President's report at monthly/weekly birthday parties
- Participation – post meeting minutes online and posted in building
- Involve those with specialized skills – i.e. computer
- Local Bank and businesses – sell tickets for club
- Question of age to join – told too young – SSAI does not have any age restrictions, but each club sets its own constitution & bylaws.

## FUNDRAISING

- TIP grant, NHSP grant; Credit Union Grant; Community grant; RM and town grants
- Sask Lotteries to cover for education, training – card games, line dance, bridge, etc.
- Ditch picking for Dept highways (Candle Lake for the past 3 years)
- Bottle drive (recycling)
- 50/50 - 50/50 tickets at every event (every member sells a book)
- Texas Hold'em; Casino night; Silent auction
- Raffle tickets; Raffle squares (sports)
- Bingo monthly
- Pancake supper; Pancake breakfast – STARS – donation (11-3pm)
- Trivia Night (Teams of 4)
- Reg. Door Fee – every activity \$2
- Users' groups (quilt, ukelele) - \$3 per member / \$4 non-member
- Games/cards (kaiser) – fee \$2/3 with coffee
- Increase membership fee (\$50) – don't do specific fundraising activities
- Soup/bun \$10; Soup and sandwiches for charitable organization
- Rental of building – showers – comm rate \$40; non members \$75; members \$50
- Memorial donations; Donations
- Bake sales, Bake sale auction
- Garage sale –sell donated items; community-wide – we sell pies whole or by the slice; rent tables
- Rally - \$1600 – invite region; \$10 entrance (lunch incl.), game tournament, etc. \$5/game
- Plant sale
- Potluck – donation; bring a dish is free; don't bring a dish, pay \$15
- Potluck appetizers with music entertainment
- Monthly meeting (dinner) \$10/member
- Cookie walk – bring own container, fill it, pay by the pound; sell Smile cookies
- Coffee time – open to the public
- Pie + coffee sale / teas
- Breakfast
- Monthly BBQs
- Catered meeting lunches
- Banquet – entertainment donated
- Pizza nites; Hamburger sales – 2 – set price 11-3pm
- Culligan water sales
- Entertainment; Open mic free + \$10 meal
- Hire strippers and charge entry fees. Seniors strippers??
- Weekly baking day – take orders
- Rent use of space (donation)
- Sell SSAI Tickets!! – easy and cheap! – use surrounding larger community and stores to sell in.
- Mistletoe market
- Walkathon
- Poker (walking)
- Senior only liquor license \$50/year for 1 event/week