

Club Management Tips & Strategies

Saskatchewan Seniors' Association, Inc.

Workshop Description

Workshop Description: Recruitment, fundraising, and communication are three of the top responsibilities of clubs. They all have joys and challenges. This guided, interactive workshop will gather a range of ideas in each of these key areas. Then you'll work on a "ladder of engagement" to focus on the best ideas for your club.

Workshop Goal

To gather ideas for recruitment, fundraising, and communications and think about how to use them in your clubs.

Recruitment, Fundraising, Communication

Three topics, three rounds of discussion

- **Recruitment:** How do you get new people involved? How do you get members to be more involved over time?
- **Fundraising:** How do you raise money for your club?
- **Communications:** How do you share news and information with members and in your communities?

Instructions: Round 1

- Appoint a recorder to take notes on the newsprint.
- Discuss the question on your newsprint and record your responses. Focus on things that have worked well, and new ideas!



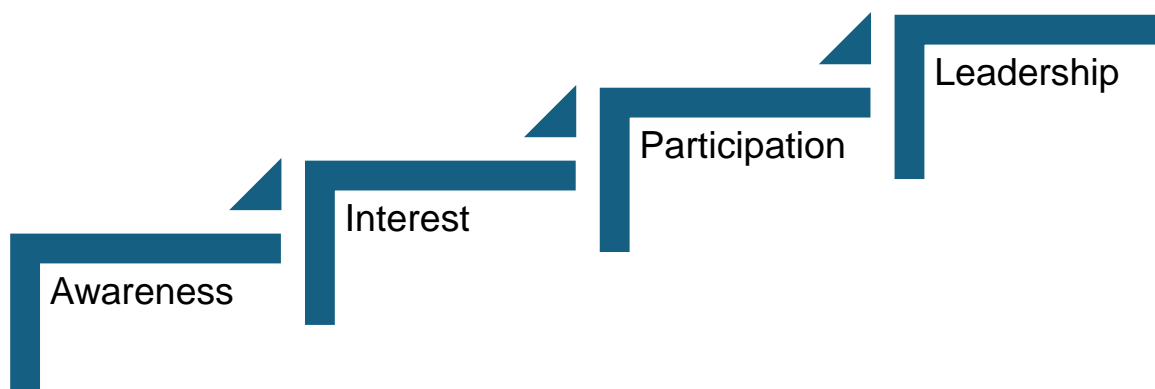
Instructions: Round 2

- Trade your newsprint with another table. Make sure you get a question you've not worked on.
- Discuss the question on that newsprint and record your responses. Focus on things that have worked well, and new ideas!

Instructions: Round 3

- Trade your newsprint with a **different** table. Make sure you get the question you've not worked on.
- Discuss the question on that newsprint and record your responses. Focus on things that have worked well, and new ideas!

Ladder of Engagement



Step	Characteristics	Application
Awareness: Passive	<ul style="list-style-type: none"> Know the club exists May know something small about the club 	<p>Recruitment: Dropped in to the club craft sale.</p> <p>Fundraising: Purchased a cake at the bake sale.</p> <p>Communication: Saw an event notice on social media.</p>
Interest: Low Stakes	<ul style="list-style-type: none"> Noticing and even seeking out information about the club 	<p>Recruitment: Asked for the club activity schedule.</p> <p>Fundraising: Purchase raffle tickets every year.</p> <p>Communication: Signed up for the newsletter.</p>
Participation: Active	<ul style="list-style-type: none"> Joining in club activities Supporting the club Getting information regularly 	<p>Recruitment: Come to weekly card game.</p> <p>Fundraising: Paid up member.</p> <p>Communication: On the phone tree.</p>
Leadership: Deep Involvement	<ul style="list-style-type: none"> Making things happen 	<p>Recruitment: Help other members to take on roles.</p> <p>Fundraising: Organize fundraising activities.</p> <p>Communication: Write the newsletter.</p>

Instructions: Group Discussion

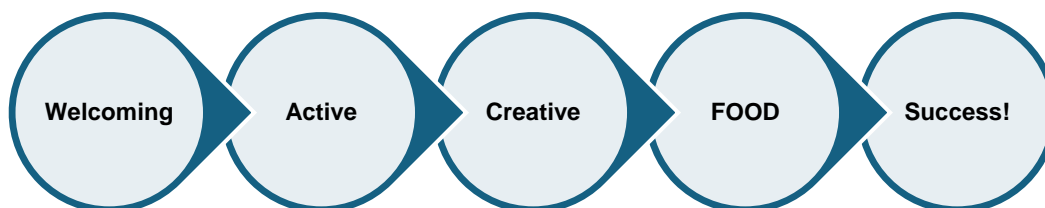
- Which step on the Ladder of Engagement is the easiest for your club? Which do you find the most challenging?
- Your table has a completed newsprint with ideas for recruitment, fundraising, or communications.
- Work together to place ideas for each step on the Ladder of Engagement, as best you can.



Tips for a successful club

A successful club:

- is welcoming, friendly, and inclusive,
- demonstrates compassion, caring, and discretion,
- has a good relationship with board members, and members of the club,
- keeps the doors of communication open,
- plans a variety of activities that meet the needs of its members,
- provides opportunities to engage most people,
- has potluck lunches or meals (Food always brings people out!)
- responds to the needs and desires of its members,
- is willing to try new things, change and adjust as needed,
- maintains consistent activities regardless of the number of participants,
- allows members to participate at the level that each member is comfortable with,
- passes on information that might be of interest to its members,
- passes club information on to its district director and to provincial SSAI,
- has members who are willing to take on leadership roles,
- is financially responsible - ensuring enough fundraising is done to cover its costs while not burdening its members.



Recruitment

- One-on-one recruitment.
- Make small jobs available – pitch in on the day, do a small task in advance.
- Have two people share a role: a new person with an experienced member, or two friends.
- Organize a ride-along or car-pool for activities, meetings, excursions.
- Provide support for leaders, such as a helper or back-up person or mentor.

Fundraising

- Have a range of fundraising activities appealing to different people, both those organizing the activity and those who will give money.
- Combine a fundraiser for your club with fundraising for another organization. This may reach more people and raise awareness of your club, and also support other causes.

Communications

- Use a combination of ways to reach members:
 - from no tech to tech-savvy
 - from general to personal

NOTES:

