

# Membership: 7 Secrets Revealed



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What's your most  
important job as  
club president?

# Hint:



# Secret #1

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(Take-away: Don't take retention for granted.)

# Secret #2



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**Your club needs to be *ready* to attract new members – especially younger prospects.**

# Secret #2 (continued)

**What impression  
would your club  
make on a 30-year-  
old visitor?**

(Take-away: Examine your culture & traditions.)



# Secret #3

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(Take-away: Have a systematic process for on-boarding.)

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(Take-away: Think about collaborating with other clubs for projects.)



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**2016 COL gives clubs great flexibility re: meeting frequency, attendance, membership types.**

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**What adjustments can your club make to accommodate prospective members?**

- **Substituting other forms of participation for meeting attendance?**
- **Reducing meal costs?**
- **New membership categories – e.g., corporate, family, associate?**
- **Satellite club?**

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**(Take-away: Think outside the box.)**

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- **On-boarding**
- **Service Projects**



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**(Take-away: Join forces with other clubs.)**

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(Take-away: Reach out to me for support.)



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6. Join forces with other clubs
- 7. Reach out to me for support**

