

ATTRACT**ENGAGE****INVOLVE****RETAIN**

Objective	Attract members by giving people a compelling reason to be involved, discover what appeals to them. Build their awareness of the services that your club provides to the community.	Use stories and real life experiences to engage potential members which relate to projects and events that your group manage and facilitate.	Involve members in activities and events which relate to things that appeal to them, and which they are knowledgeable about or interested in.	Build strong relationships which develop trust and inclusion. Empower them, understand their strengths and interests and involve them in activities where they can learn and grow.
Questions to ask	<ul style="list-style-type: none">• Why would people want to be involved in your club?• Where do you find these people?• Do you have a target group?• How do you reach them?	<ul style="list-style-type: none">• What stories can you share?• What projects are you doing?• What different ways can you share your stories?	<ul style="list-style-type: none">• How can you learn more about members interests and strengths?• How can you involve members more actively?	<ul style="list-style-type: none">• What things can you do which make people feel welcome and included?