



CLUB DEVELOPMENT ACTION PLAN

IDEAS AND SUGGESTIONS

If you have any new tips, ideas or suggestions, please email them to the Development Officer.

Please also see the notes on "Recruitment", "Retention", "Fresh Ideas" and "Media Guide"

RECRUITMENT AND RETENTION

From time to time most clubs need to address the issues of:

- *Recruitment of new members (including getting them to stay once you have recruited them) and*
- *Retaining existing members.*

The following guideline action plan is derived from an action plan produced by Carlisle Club following a National Development Roadshow. It is intended as a starting point, or suggestion, as to how you might develop your own action plan to address recruitment and retention issues in your club.

Action plans are of benefit because:

- *They focus everyone's mind on what needs to be done*
- *They allocate particular items to particular people*
- *They give time limits to carry out the point of action*
- *They enable everyone to see what has been done at the time that it is next reviewed, and to review or re-allocate any outstanding items*

And because of this they actually get things done.

You may wish to refer to the other leaflets in the Development Download section of the website for some of your inspiration, or discuss the matter with others, including your District President or the National Development Officer, but what you want to achieve, and what you want to put in your action plan is for you to decide.

ANYTOWN SPEAKERS CLUB

<i>Item</i>	<i>Plan</i>	<i>Action by</i>	<i>Action date</i>
Recruitment - raising our profile			
1.	Press release to Anytown News re Tom taking part in National Speech Finals	Jane	25 April
2.	Appoint Press Officer who will send a press release (including photo) to Anytown News after every club meeting giving Harry's name as a contact	Harry Joan will do photos	Take soundings by 1 July and appoint by 1 Sept
2a	<i>Press Officer when appointed to identify other publications where we can get a regular "slot" - eg Anytown Parish Magazine and Anytown Free Advertiser</i>	<i>To follow</i>	
3.	The website needs redesigning and updating	Jean will talk to Barry and report back to next committee meeting in June	24 June
3a.	Appoint a webmaster	Jean will talk to Barry and report back to next committee meeting in June	Take soundings by 1 July and appoint by 1 Sept
4.	Get the new programme (for September onwards) in the "Whats On" column of the Anytown News	Jo - Education Officer	1 August
5.	Book a display at Anytown Central Library and another at Anyvillage Community Centre if possible	Dick to book Tom to arrange to borrow display boards and Harry to put together display	1 June
5a.	<i>Try for a smaller display in city Centre shops (try Anytown books and also the photographers on Main Street)</i>	<i>Dick</i>	<i>Early next year - review at Dec committee meeting</i>

Item	Plan	Action by	Action date
Recruitment - Specific			
6.	Advertise a Taster Course of three weeks duration to start in October on the ordinary Club nights. Charge £20 for this but deduct the £20 from the subs of anyone who joins the club. Make sure they hear a variety of speeches at different levels for the first 2 nights and give anyone who wishes the chance to make a speech on the third evening.	Harry to co-ordinate and chair Assistance from Jo and Jean Advertising from Tom	Mini Action Plan by 24 June committee meeting
7.	Send out a pack (using downloads from our website) to several local businesses, especially those where anyone has a local contact (Jo knows the training director at Anytown College), advertising the Taster Course.	Tom	Incorporate in Mini Action Plan as above
8.	Check for new members of the City Council after the May election. Find out if anyone might need help with speaking to an audience.	Jane	1 June
Retention			
9.	Put outline programme together for next year well in advance to incorporate Taster Course, Interview Evening (advertising possibilities), Debate and a social evening for the last meeting before Christmas (partners to be invited)	Jo as Education Officer (help from Harry) Press Officer	Report back to June Committee Meeting When appointed
10.	Invite National Officer to speak and judge at one meeting	Jo	1 September
10a	Invite Headteacher of Anytown College to speak at one meeting for, say 15 minutes (Dick has heard him speak and he is very funny)	Dick	1 September
General			
11.	We need to have the club name and ASC (new) logo on the front of the lectern	Fred and Barry will design this and email it to..... Dick who will get it printed	1 August 1 September
12.	Proper posters to direct visitors through the coffee room to the lounge where we meet should be in place for every meeting. This will also help to advertise our meetings.	Harry (printing by Dick)	1 September and each meeting

Rosemary Harris - National Development Officer – July 2007