



RETENTION

TIPS, IDEAS AND SUGGESTIONS for getting visitors and members to stay

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

These notes will be updated from time to time

Please also see the notes on "Recruitment"

These notes are not in any particular order.

LOCATION

- Is your meeting place putting existing members or visitors off? Is it difficult for visitors to find (you know how easy it is to get to, but then you already know where it is)? Is it easy to park?
- Is the meeting room/venue easy to find? (You know where to go but will a new visitor)?
- Is your meeting place accessible to those with a disability?
- Is your meeting place comfortable?
- See your club through a "new" pair of eyes.

MEETING AND GREETING

- Make sure that any new (or newish) person who comes through the door is immediately greeted and made to feel 'at home'.
- Have you a system of buddies / mentors to support your new members?
- Use a visitors book to record details to follow up after the meeting (include a section for visitors to record how they found out about the club so you can use that information to support future recruitment campaigns).

EVENTS TO INTEREST

- Poetry evenings
- Debates

- Mock interviews
- Education evenings which could include – how to do a Power-point presentation, use of microphone.....
- Inter club competitions
- Social events
- Outside Speakers and Evaluators provide variety.
- Area / District Seminars.

RUNNING THE EVENING

- Visitors welcomed by the Chairman?
- A good explanation of the programme given? (Remember you know what you mean by “B3”, “a Topic”, “Lights”, a visitor will not).
- Persuade a visitor to have a go at a Topic on their first night?
- Spend time at the interval with your visitors.
- A well run evening starting and finishing on time?
- Formal but friendly and enjoyable?
- A good strong cohesive committee?
- A varied programme for all to participate.
- Try four speeches in an evening as well as topics so everyone can have a go.

GETTING EVERYONE INVOLVED

- Remember everyone wants to learn new things and improve so it is important to let all those who wish to speak, speak.
- The need for a well structured programme on the night and in the future is paramount so that members can progress.
- Persuade newer members to take on committee roles

AFTER THE EVENING

- Telephone members and visitors to follow up. Keep in touch.
- A club newsletter to keep members informed and interested?

ENTHUSIASM, ENTHUSIASM, ENTHUSIASM!

- There is no substitute for enthusiasm - it will inspire your recruitment campaign, motivate your fellow members, infect your first contact with potential visitors and inspire your visitors to stay!

Rosemary Harris - National Development Officer - October 2006