



# SHOOTING AUSTRALIA

Guide for:

- Recruiting new members
- Retaining existing members

## *Recruiting & Retaining New Members*

Recruiting new members is strongly based on your club's image, the satisfaction of current members and volunteers, and the quality of what is offered at your club. It is essential you understand why members join your club and that anyone who joins your club is made to feel welcome.

This can be done in a variety of ways and may influence by your clubs' culture and values

## *Reasons why people join a club?*

- Friends / Family members – this is seen as a key motivator for new people joining your club. Already having a friend / family within the club can relax the new member and allow them to immediately enjoy their experience.
- Making new friends – It could be that the new member has only arrived within the community or wants to meet new people and a shooting club is seen as a place for that to happen
- Being part of a club – Allowing your member to feel part of something at your club. Get them involved in social days, committee, volunteer, come and try days – offer them a role. Allow a member to feel excited and feel part of your club
- Participate in a Social and Competitive Sport – Offering programs that cater for your members such as both social noncompetitive competition and also competitive competitions allows the participant to have an experience they can enjoy and relate to. Shooting has an excellent pathway with vast opportunities to achieve results specific to the different abilities and competitive drive and providing this experience can motivate and retain new members
- Learn safety of shooting – Taking a new member through the safety precautions of shooting plays a critical part in the enjoyment of our sport. Ensuring the instructor is welcoming, engaging and open to answer questions so the new member feel comfortable at the club



## *How Clubs Can Try to Increase Membership*

### Run a Come and Try Day

- Themed Come and Try Days:
  - Run a Bring a Friend Open Day – membership buy one get one free
  - Charity day
  - Family Fun Day

### Advertise through Community News

### Utilise your Facebook and social media platforms

- Ensure they are up to date with current information at your club (club address, contact details, opening hours, photos, events etc)
- Promote upcoming events, open days and member achievements

### Survey current members to ask why they joined your club and what could improve the club

### After someone has tried your sport

- Take the time to show new members around your club, that they become familiar with your club and how it runs
- Take the time to introduce new members to other members
- Host an introductory evening for new and potential members
- Could be a monthly social evening for new members
- Run free coaching clinics
- Setup specific programs / activities to suit your membership base
- Invite a guest speaker of your sport / community interest to your club
- Provide incentives to join your club
  - Local community benefits
  - Sponsored sport specific discounts
  - Sign up your friends/family for discounted membership

### Track your success – “what is working”, “how did you hear about us?”

## *Welcoming new members*

Listed below are a series of steps that your club can implement to ensure new members are welcomed effectively into your shooting club.

- Recruit a Welcoming Officer for your club – If you don't already have Welcoming Officer, this role will play a huge part in changing the experience of a new participant and potential member. This person would be the first point of contact for any new member to your club and take them through introductions, club information and orientation procedures. This person will ensure your new member feels welcome, safe and confident in joining your club.



- Produce a New members handbook - A handbook will ensure a new member has access to all your club information from the beginning. The Handbook can include:
  - Welcome letter
  - Background on your club
  - Committee / Coach contact details
  - Membership details / costs
  - List competitions available / events coming up
  - How to become a volunteer at your club
  - Safety guidelines to shooting
  - When a safety information session will be run
  - Medical Form
  - Guide on how photos are taken & used through social media channels
  - Merchandise available
- Induction process for new members - The induction process would cover all elements that the new member needs to be aware of, including any registration documents, emergency contact details, medical details and welcome packs and include a follow up after the initial introductions to ensure the new member has integrated well into the club

Allow your members to feel part of your club, ask for their feedback to how joining the club process was and most importantly LISTEN to their feedback