BE VOLUNTEER HAPPY

Recruit New Members

Provide info for new members
Keep your website up to date
Flexible membership options
Leverage your current members
Promote key events
Create a new member ambassador
Run taster sessions / new members evening

parents, players and non-players to join. It needs to answer all of the typical questions around benefits, costs, venues, equipment, timings and who to email/call.

Make it prominent with a 'Promoted' link that sits above the club name on the homepage.

Your Membership section should be referred to throughout the year with articles linking to it, social media efforts and email campaigns.

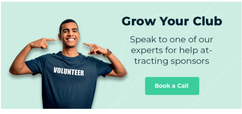
Recruitment rating:

How to get started:

1. Create news articles and a custom section to provide valuable information for new members thinking of joining the club
2. Use the promoted links in the website header to guide new members on where to go

Useful guides:

Create a custom section for your website
Add your membership section as a Promoted link
How do clubs ace their membership drive?



2. Keep your website up to date

With a combination of regular articles, updated scores, league tables and stats, your website will keep visitors returning all of the time. Use social media to build and inform your audience, and funnel them to your website.

Quality photography is so important; appoint a photographer as a club volunteer role or hire a professional. Consider video clips and interviews if you don't already.

Keep fresh articles on your website (new or updated), order them with the homepage 'Featured Content' functionality to be most visible too.

Recruitment rating:

How to get started:

1. Provide a visually engaging website and social media presence with up-to-date content
2. Manage what content shows on the homepage featured content feed

Useful guides:

Choose what displays on the homepage
Case Study: Preston Basketball's website is a slam dunk
Website top tips: kickstart your new season

3. Flexible membership options

Offering payment plans shows a club to be thinking about all circumstances of its members.

Splitting the cost of a membership product in the club shop with lower recurring payments might be the deciding factor in whether someone joins or renews.

Catering for playing and non-playing options (half-a-season and social) is inclusive and clubs can sell products that are paid for as a one-off, with instalments or a continual subscription.

Recruitment rating:

How to get started:

1. React to how members want to pay their membership
2. Create membership products with different buying options

Useful guides:

Create membership product
Read interviews with clubs

4. Leverage your current members

Your current members all have businesses they work at, friends and family who might like to join, play or socialise at your club.

Ask them to spread the word, provide resources like a link to a Membership section - and consider an incentive for introducing a new member.

Recruitment rating:

How to get started:

1. Promote the club to existing members and encourage them to share the message of the club with their own friends, family and social accounts
2. Offer incentives if needed - e.g. Free training sessions for you and a friend

Useful guides:

How do clubs ace their membership drive?
Making social media work for your club

5. Promote key events

The club calendar is a way for anyone to see what events are on that might entice them to visit.

Keep it updated with single and recurring events so current and prospective members can view them, on the website or in the Club App.

Recruitment rating:

How to get started:

1. Use the Calendar to add club events
2. Manage what content shows on the homepage featured content feed

Useful guides:

Add events to your club calendar
Choose what displays on the homepage

6. Create a new member ambassador

Joining a new club can be a bit daunting and the decision is made easier if there's someone available to answer our questions.

Why not create an ambassador or club role just for welcoming new members?

Their job would be to encourage recruitment and help newcomers settle in.

Recruitment rating:

How to get started:

1. Decide what the club role will involve
2. Recruit a new member ambassador
3. Give them access to the club website

Useful guides:

A-Z of Club Roles
Add a new person on staff and officials page
How Teddington RFC uses Pitchero for volunteer recruitment
How could you volunteer at a sports club?
Manage member roles on your website

7. Run taster sessions / new members evening

A try-before-you-buy approach to membership is a great way to show potential members what the facilities are like and how welcoming your club is.

Taster sessions, either adults or juniors, allow someone new to meet others, take part and see if they enjoy it. Parents can likewise come along to gauge if it's the right fit.

Your club might want to hold a new members evening for parents; a way for new members to meet each other as well as parents to socialise and ask questions.

Recruitment rating:

How to get started:

1. Think about the format of your new member taster sessions
2. Promote the events on your website, via email to members (to ask their friends) and on social media
3. Make those taster sessions as good as they can be to show the club in the best possible light

Useful guides:

Adding club events to your website
Create custom groups and add members

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