

Membership Forum Issue 4 October/November 2009

Healthy clubs and membership development

How healthy is your club? I'm not talking about cholesterol levels, or what you eat at morning tea, or your physical mobility!

Healthy clubs:

- have interesting guest speakers, and a range of outings, interest groups and activities for members to enjoy.
- are friendly and welcoming clubs, caring clubs that stand by members going through hard times, clubs that are attractive to new members and have a regular intake of younger retirees to help keep the club young at heart.
- have interesting meetings, conducted in an efficient but friendly manner.
- listen to members and take account of their views rather than simply announce decisions.
- take membership development seriously.
- for exchange of ideas belong to an association.

Does your club tick all these boxes? If your club is not as healthy as you would wish, the solutions may well lie within (how things are done). The solution may be found in a membership recruitment program to attract new members (particularly younger retirees). The solution may well mean looking both inside and outside.

The *Probus Club Handbook* has many useful suggestions in the section on membership development and Probus Centre has some useful promotional material to help clubs recruiting new members.

A Power Point presentation is also available showcasing ways to progress your club whether it's undertaking a membership drive, changing from a single gender club to a combined club, amalgamating with another Probus club or even if your club is being re birthed.

Radio Promotion

Organise an interview with your local radio station and provide them with the Probus Promotional Jingle for free airplay.

Promotional DVD

If your club meets at a club that has an internal television monitor system why not provide them with the Probus Promotional DVD to promote awareness of Probus and interest potential members.

Probus Information Days 2010

Please advise your Rotary Probus District Chairman or Probus Centre if your club would like to attend or act as host for Probus Information Days in 2010.