

In an effort to achieve net positive growth and to identify new ways to encourage members to more fully participate in the Club through volunteerism; your Management Committee wants to try group brainstorming. The objective of this brainstorming activity is to assist in creating a data base of ideas from which plans may be formulated, executed and evaluated for effectiveness in achieving the noted goals.

PLEASE WRITE YOUR IDEA(S) IN THE AREAS BELOW. A PLANNING TEAM HAS COME TOGETHER TO FORMULATE PLANS BASED ON YOUR INPUT - PLANS DESIGNED TO ENSURE THE CLUB'S SUSTAINABILITY WELL INTO THE FUTURE.

- 1) **Management Volunteers:** We assume that volunteerism is declining because fewer people want to volunteer. But could there be more complex reasons underlying this decline? Do prospective volunteers face barriers that discourage participation? Do some face more barriers than others? Volunteers are the backbone of our Club and we need to find the answers to these questions.

- 2) **Membership Retention:** It is argued that it's easier to keep a member than it is to sign a new one, Retention is key. The Club has a cohesive relationship within and yet members leave. In many cases those who leave are reticent to tell us the real reason they're leaving. They don't want to cause an issue, hurt feelings, or they simply don't feel like there is any value in their disclosure.. My guess is that those who leave the Club may have, in common, the feeling that they didn't find enough value in membership. We need to solve this, if it is true.

- 3) **Membership Recruitment:** Recruitment is a core function of our Club to ensure its continuing dynamics and longevity. It is the process of getting a potential member to "try" our Club. Membership is something that needs to be sold to produce results. We are all salesmen for the Club and we will collectively benefit from a proactive and executionable "Recruitment Plan".

---Write on over side, if necessary---