

Strategic Planning & Outreach From Club to Council Level

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The Need

Why it is important to increase membership?

- Keeps clubs/councils vibrant
- Keeps industry involved
- Insure longevity
- The time for change is now





Demographics

❖ Age 35-45

- ❖ They have disposable income
- ❖ What motivates this age group to join a club?
- ❖ Need to accommodate for families?

❖ Women

- ❖ Why did clubs & councils emerge and grow in the 1970s?
- ❖ Women like to socialize with women

Outreach

- Contact HR departments in the area
encourage employees to join trips
- Work with alumni associations
- Work with colleges, universities, tech schools,
junior colleges, community colleges
- Participate in civic organizations
- Invite local media to cover club events
- Advertise / send out fliers
- Contact local gyms



Educate

- Work with local retail shops
- Refer newcomers to your club
- Create events (invite sponsors)
 - Equipment demo night
 - Boot fitting
 - Fashion show



Meetings

- Invite speakers
 - How to get a perfect boot fit
 - Travel specialists
 - Ski/snowboarding tips
 - Equipment trends
 - Professional athletes
 - Health and safety tips
 - Ski/snowboard video night



Incentives

- ✓ Offer members to recruit new members
- ✓ Assign an ambassador to make sure any new guests feel welcome
- ✓ Reach out to former members
- ✓ Work with other clubs(cycling, running, hiking, kayaking, mountain biking) to offer combined memberships



Age Awareness

- Have activities specific to younger participants
- Have a younger member serve on the board
- Have activities specific to families
- Have activities specific to 60+ members
- Start a junior racing team



Social Media

- ❖ Use social media to promote trips & events
- ❖ On trips use Instagram, Twitter, Pinterest, Foursquare, Facebook, etc. to create buzz



Next Steps

- How do council members encourage and support club leaders?
- Councils should help facilitate combined club events and trips
- Councils should take a proactive role in development of new clubs
 - Consistent communication with club leaders
 - Team up with club leaders with outreach efforts
 - Seek out existing clubs within area who are not members

Your Thoughts?