

CRESCENT SKI COUNCIL FALL CONFERENCE
October 23 – 25, 2015
Gatlinburg TN.

Administration Meeting – Saturday, October 24, 2015

Pat Harvey, President, Crescent Ski Council Presiding

Pat began the meeting approximately at 8:45 AM. Pat then asked everyone with a Smart Phone to open their phones, open **Facebook** and find the National Ski Council Federation, and hit “Like”. Pat then requested that everyone do the same and find Crescent Ski Council’s page and then push “Like”. Pat recommended that the Clubs take this “test” back to your meetings, and the number of “likes” for both Crescent Ski Council and NSCF will quickly increase. (Note, the numbers have increased considerably for both of these pages since the meeting – it’s also recommended that the Clubs do the same for their own Club Facebook pages – the number of likes will quickly increase!!).

Club trips were discussed, and the possible problem of having members from other clubs (but still in Crescent) on your club’s trip. This was an IRS problem for one club last season. The guidelines now are, *IF* your club has *more than* 30% (or 35%?) members from other clubs going on your club trip, you can charge them a provisional membership. This can be \$1.00 to \$5.00, depending on what your club decides.

Club trip listings are now posted to Crescent’s website in PDF form to make it easier to print, without it looking like a spreadsheet.

Nastar Nationals will be held in Steamboat in March 2016.

E-MAIL – Pat asked if all our clubs had a “Club” E-mail address, this is very important for Crescent and also for anyone wanting to contact our club, such as an interested visitor.

Discussion was brought up about **E-mailing all Crescent members a trip list** every year. At this time all trip leaders should be sharing that information with their clubs.

A reminder was made for everyone **to register with the National Ski Council Federation** in order to get benefits. Vendors request you register, once registered when you go into the benefits, you will then see the code for the discounts. Such discounts include discounts on lodging, car rental, ski shops and etc.

SOCIAL MEDIA

Pat introduced **Ryan Johnson**. She is the Membership Chairperson for the Charlotte Ski and Snowboard Club. Ryan explained how she found the Charlotte Club on “Meet Up”.

Since she has been with the club, she has incorporated more **social media** and the club has grown. Charlotte's Club now accepts Pay Pal and credit cards for membership fees, and other payments as well. New Club members receive a welcome packet including a gift card for a local ski shop, discounts offered by local merchants, and the Club's membership card which includes the social media links for the Club. Membership forms are available on line; most clubs should already have this in place.

Security on Pay Pal and credit cards was discussed. Pay Pal has a separate banking account just for payments and is not part of the club banking account. Charlotte now gets about 65% of their membership payments through credit cards and 16% by Pay Pal. The Clubs' Membership director should be the only person who has the password for Pay Pal.

If a club is not up on social media, an intern could be considered, someone from a local school, such as a community or technical college (possibly majoring in communications). They would likely receive credit for this and would bring the club up to date on Meet Up, Instagram, Twitter, and Facebook.

WHAT WORKS WELL?

Key location for members. A location that is casual and engaging for conversations. Mainly you want to make announcements and stay away from programs with a speaker (unless it is ski related). Get local businesses to donate gift cards and give these to new members or hold a raffle for them.

Diversify Leadership, you get new members, you get new ideas.

Year round events – most clubs have this. Examples...happy hours, trivia night, outdoor events, lake parties, etc.

Trips - a lot of members have come into the club just by finding out about the trips. Came for the trip, stayed as a member. Charlotte's trips are already sold out this season. Clubs and Crescent trips are also posted on the **National Federation website**.

Membership Challenge – Retention. When members have not renewed, follow up with a personal E-mail or a phone call, add the personal touch.

Getting new members – go back to the social media, advertise your club as “year round” not just a club for the ski season.

Grow **younger memberships** – take pictures of your younger members and post them to your Facebook or put them on flyers to attract a younger group

Have **flyers printed** up and spread them around town in ski shop, sporting venues, bars, gyms, festivals and etc. Make posters or set up a table with information and flyers.

Use a **reward system** for members who bring in new members.

Press Release – contact a local newspaper or TV station to see if they will do a story on your club, or a particular member involving skiing.

Bring visitors to all events and socials; let them see what your club is about.

Teton Gravity Research films are a good marketing tool – find a local venue that already is having a TGR film showing and partner with them if possible. In Charlotte, the brewery where we have our meetings has a TGR showing every year and the Charlotte Club works with them – advantage is free local advertising through the venue that is showing the TGR film.

Warren Miller movie was also mentioned. If your club can afford to have this movie at a local theater, it is a great calling card for new members. If you cannot afford this, find out where the closest one to your club is and advertise it in your club newsletter or by flyers.

Promotional materials – this could be koozies, stickers, T-shirts, car license plate holders, anything with your club logo. Make them freebies for new members, door prizes, member appreciation for bring in new members, etc. Or if they are larger items, clubs can choose to sell to their members. Your club can be your fundraiser!!

Focus on 2 or 3 things, don't try to do it all or you will be spread too thin.

Communications

Mail Chimp was discussed; this is a free E-mail service. Charlotte Ski & Snowboard Club uses Mail Chimp for its monthly newsletter. It provides links to sections where members may be interested. It gives statistics on such things as how many people have looked at your newsletter, or opened links within that newsletter.

Club newsletters – same format can be used each month, just plug in new information to up date it each month, also have links to other info, such as the club's website, website for any business that is being used by your club, like the restaurant your club is eating at that month, or website to the event your club is attending. Crescent's website and the National Ski Council Federation should also have a link in your newsletters (and websites).

Best time to send your newsletter is Monday evening or Tuesday morning.

Meet Up – Pat discussed the history of Meet Up (it began right after 9/11 in New York City – after the tragedy, people were friendlier and talked about “meeting up”. A New Yorkian felt this was great and started up Meet Up and it has spread throughout the country over the years since). Cost is cheap, \$9.99 to \$14.99 for one year for the club. No user fee for individuals. Works in some cities, but not all. Can post events, pictures, and reviews. Meet Up can be open or closed, closed is for members only and open of course is open to the public, it will draw more interest. Ryan suggests clubs try it for 1 year and can always drop it after that if it is not working.

MORE SOCIAL MEDIA

Robert Avsec, Membership Director with the Kanawha Ski Club.

Improve communications with members at events, activities and meetings

Improve marketing for new members

Twitter...it's like a mini blog but only 140 characters may be used, and pictures take up a lot of these characters. Twitter happens in real time. Use it for reminders of upcoming events, use it like a headline service, refer people to the club website for more info. Anyone can sign up for Twitter and then sign up whom you want to follow (it's unlimited) or you can be selective. On Twitter, it will follow whomever you follow and give suggestions on whom else to follow. When you sign up with Twitter you chose your own User Name...the name that goes after the "@" (a tag). Use Twitter to promote events in and outside of the club, notify members of cancellations or time changes in real time, communicate with others on trips. Crescent already has Twitter set up for the 3 trips this season. #CSCSteamboat2016, #SCSMtBachelor2016 and #CSCBigSky2016. The Steamboat trip IS 2015, but it was set up accidentally as 2016, and it stands. Twitter accounts are set up to use on phones and computers. A good site to learn more about Twitter is ...momthisishowtwitterworks.com

Facebook... Crescent IS on Facebook so all clubs should check it out, lots of good info listed, especially when groups are on trips. You can use more characters on Facebook than on Twitter and post pictures and videos. You can list events, trips, socials and meetings on Facebook. You can also list your club's Twitter account here. Facebook can be a page or a group. A group is "inward" and a page is "outward." Inward is a closed group, and accessed by invitation only. Outward is an open page that anyone can see everything listed. It's recommended that the club should have one administrator who handles Facebook. There is a difference between a page (open) and a group (closed). It is recommended that Clubs set up a page and not a group. E.G. Crescent's Facebook page has gone in and liked every Club that has a page set up – Crescent's isn't able to like a group so the interaction can't be done with a group. Initially, Facebook seemed to promote setting up groups but it is now recommended that pages be set up instead.. This is when an intern would come in handy. Your Facebook should also have a setting like "Join Ski Club" and tie it in with your website where your new member application should be. Promote your trips on Facebook and have 2 way communications.

Submitted by Conni Harrell, Spartanburg Ski and Outing Club