

# FOLLOW UP ON LEADERSHIP AND ENCOURAGING VOLUNTEERS

Developing leadership, direction, energy and charisma from council officer down to club members.

HOW ARE WE DOING?

Since 2013 meeting in Grand Targhee, what have you done? Have you provided value to your members?

- How has your council encouraged and supported club leaders?
- What are some examples of combined club events and trips? Are combined trips working?
- How is your communication with club leaders?
- How has your council reached out to club leaders?
- Have you found any clubs in your state or surrounding areas and been able to solicit them as new council members?

# Outreach Successes

- Has your council or any clubs contacted HR departments to encourage employees to join trips?
- Any success working with alumni associations? Colleges, etc?
- Do your clubs participate in civic organizations?
- Any luck with local media?
- How are you advertising?
- Local gyms?
- Has your club/council sponsored an event at your local feeder resort to grow your membership?

# How are you educating your clubs and their members?

- Are you taking back these presentations and using them?
- Feedback from clubs on NSCF presentations
- Are you as a council or are your clubs doing any education regarding equipment? Boot fitting? Fashion shows?
- Do you invite speakers to your events? E.g. boot fitters, travel specialists, ski/snowboarding tips, equipment trends, Pro athletes, health and safety tips, ski/snowboard video night

# What incentives are you offering?

- What incentives for new members?
- What incentives for retention of membership?
- What incentives for former members?
- Do your clubs have ambassadors at happy hours, etc.?

Are you taking advantage of the partnership we have with our industry partners?

- Which partners do you work with? Remember, industry is more than resorts – hard goods, soft goods, rentals, lessons, entertainment and lifestyle.
- How do they assist your councils and clubs?

