



Let's be REALISTIC

Who is ski club's target member?




▶ **Club memberships are aging. Who should we target to grow our membership?**

▶ **Let's Brainstorm: Who do you think is your target member?**

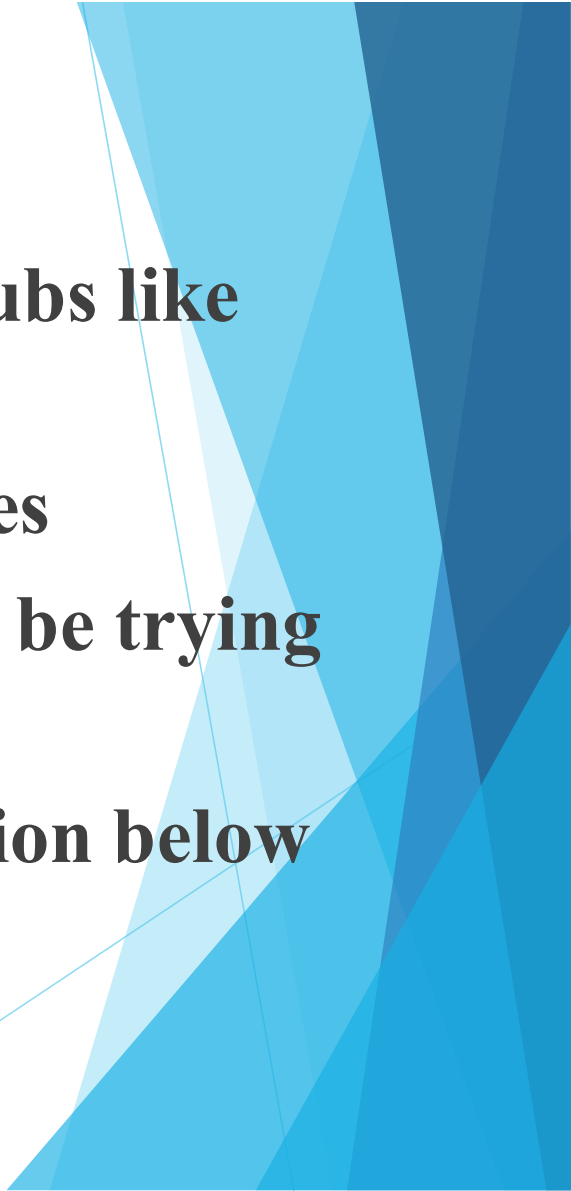
Target Demographic

- **Families & kids**
- **Adults**
- **Gym members**
- **Skiing/boarding and sports enthusiasts**
- **50+**
- **Millennials**
- **People in the dating scene**
- **People who like to have fun**
- **Lonely people**
- **People new to your area**

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- **People who want to network**
 - **People who want to share business ideas**
 - **People who want to try something new**
 - **People who like to volunteer**
 - **People who need a references**
 - **College students & high school**
 - **Other Nationalities**
 - **People you work with**
 - **Ski/board racers from ski town**
 - **People who like to travel**

What do we need to do to target younger members like college students?

The right side of the slide features a decorative graphic composed of several overlapping, semi-transparent blue triangles and polygons in various shades of blue, ranging from light sky blue to a deep navy blue. The shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to be layered behind others.

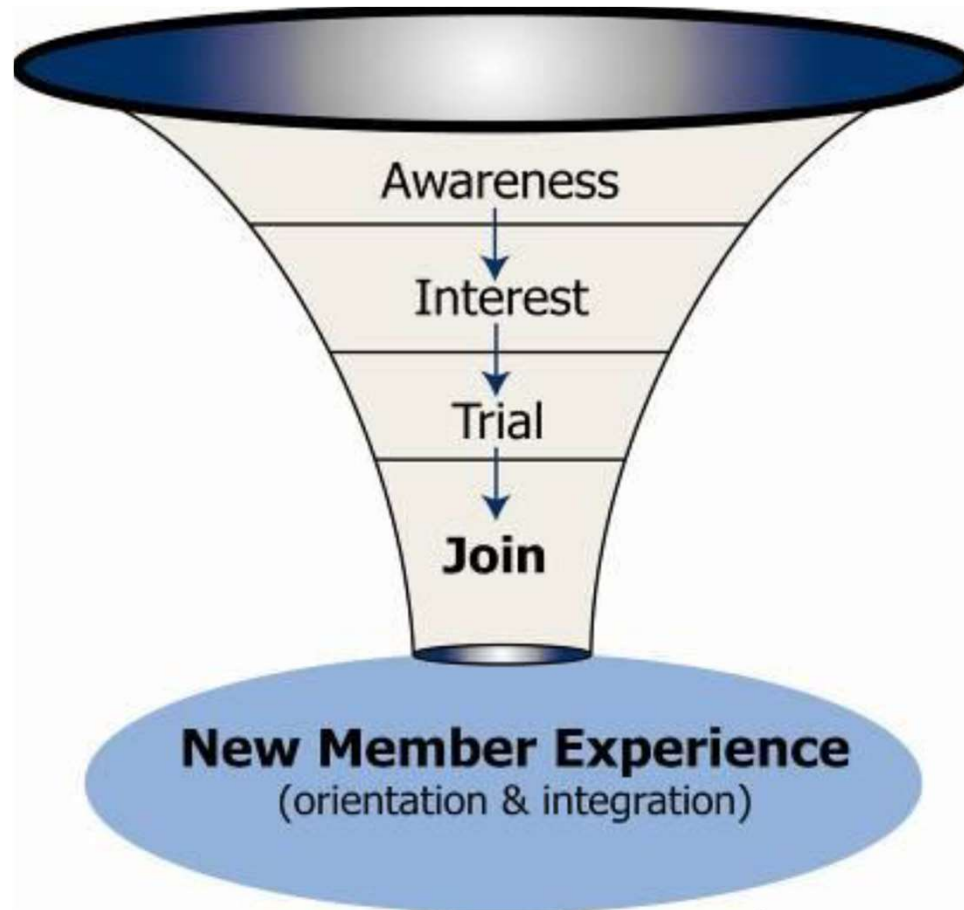
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- ▶ **We can target Boys and Girls clubs like YMCA's, Cub Scouts.**
 - ▶ **We can target FRAT or Sororities**
 - **Someone over 50 should not be trying recruit college students**
 - **You can recruit one generation below you, but not two.**




▶ **What if you want to target 50+ members?**

- **You need to have something to sell or provide to the age group you want to target.**
- **If you want to attract and retain members, provide a membership experience that people want.**

Membership Pipeline



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- ▶ **You may need to change your marketing strategy to attract new Members.**
 - **What marketing tools should we be using to target new members for our clubs?**

Steve Remillard will be providing social media ideas in the next presentation.