



MANITOBA CYCLING

Some ideas to help attract club members!

1. Ask someone to join
2. Ask your club why they want more members
3. Bring a friend to a club activity to try your club out
4. Identify the tools and resources your club needs to reach its full potential
5. Define who your club is and the members you want to attract
6. Create your clubs growth plan
7. Have a clear club goal & a strategic plan
8. Advertise in your local paper
9. Send a letter or make personal contact with a local business
10. Know your club's strengths, weaknesses, opportunities, and threats
11. Contact the Chamber of Commerce
12. Have public meetings at malls, outdoors, etc.
13. Set-up a booth at malls, fairs, festivals etc.
14. Create a club pamphlets and post where potential club members might frequent
15. Host an Open House
16. Hold a club assembly only on membership
17. Identify a membership chair in your club and have them provide a quick update at each meeting
18. Make the membership chair a club director
19. Put together guest information packets
20. Service projects that serve a need in the community
21. Invite family members to join
22. Send invitations to visit the club
23. Print club business cards
24. Create a great club kit and other merchandise. Make available on your club page.
25. Plan something social and invite prospective members
26. Create a special guest day at your club
27. Make prospective members feel important

28. Honor outstanding community members with awards
29. Don't take age into consideration
30. Build a club web site and Facebook page
31. Create a club poster and put in public areas
32. Ask corporations and employers to sponsor or subsidize membership
33. Have a reward program for those who bring in new members
34. Create more fun
35. Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees
36. Invite the media to interview speakers from your club
37. Network with coworkers, friends, and family
38. Follow up with guests
39. Lead by example—how many members have you recruited?
40. Have members give talks at other organizations
41. Provide guests with free meals
42. Profile your members and what they enjoy about your club (word of mouth)
43. Look for members in ethnic groups not represented in your club
44. Provide a welcome package to new members (cycling map, magazine, ride schedule, social activities)
45. Advertise your club at a cycling sport event
46. Participate in community events
47. Publicize club successes, elections, events, in local newspapers
48. Circulate a club newsletter
49. Design a club brochure
50. Hold recruiting events with two or more clubs
51. Ask every member to submit 3 prospects to the membership chair
52. Give testimonials about your club
53. Conduct a Membership Satisfaction Survey
54. Contact women's business associations
55. Create a club videos
56. Meet at a good locations
57. Have incentives for recruitment
58. Have a poster that lists all the members who have sponsored a new member in the past year
59. Display a thermometer showing progress towards your club goal
60. Create a welcome letter from the president for all new members
61. Contact all members who have resigned in the past 3 years
62. Use billboard at bus stops
63. Ask members to put club ads at their businesses/community centers etc.
64. Invite spouses to social functions
65. Keep it light, social, and fun