

## Club Member Journey

### Small groups activity 30 minutes including summary

- Give the groups 20 minutes to think about the type of member that they have been given and draw firstly, what that member may perceive as value for money, and secondly what the club can give as an offer to recruit and/or retain their membership. Each group will be given a different type of member.
- Please ensure that the delivery team has conversations with each group within the 20 minutes and use questions to guide them in their thinking. This exercise will require good facilitation and probably reassurance that it is not about the art, it is about getting people to think laterally about what members want at different stages / what clubs should offer.
- Flip chart resources will be created for you to use beforehand.
- Each group should feedback and common thoughts can be reiterated.
- The wrap up section should focus on how clubs need to think about the different membership offers at varying stages of a member lifecycle. It is often the small things that make the biggest difference!

### Types of member

- Prospective member – someone who is interested in joining your club. What would your club do to secure their membership?
- New member – someone who has just joined your club. What would your club do to ensure that they get the most out of their membership?
- First year renewal – someone who has been sent a renewal form for your club. What would your club do to ensure that they re-join for another year?
- Junior member – someone who is younger than the average age of your membership. What would your club do to ensure that the junior member gets value for money?
- Established member – someone who has been a member for at least 5 years but has not got involved as much as they could. What would your club do to ensure that they are getting the most out of their membership?
- Committee member – someone who is an integral member of the club. What would your club do to ensure that they do not become disillusioned with the club?
- Retiring member – someone who has played a huge role in the club but who no longer has the capacity to give as much as they have done. What would your club do to ensure that they still feel part of the club?
- Lapsed member – someone who has let their membership lapse. What would you do to encourage them back into the club as a member?

## Notes

- Ask the groups to consider:
  - What each type of member may be looking for in terms of what they want to get from their membership?
  - What the clubs can include in their membership offer to meet the members' expectations?
- Ask the groups to draw representations of the two questions above. For example if they think that a prospective member may feel that a discounted first year so a simple sketch of a discounted ticket can represent this. If the groups feel very strongly against this then words or phrases would suffice.
- Prospective member – what would make the club attractive to them? Relevant to the sport they want to get involved in / attractive initial offer to get them through the door / opportunities to socialise with like-minded people / opportunities to get involved in other aspects of the sport / good ways to engage with the club and members / volunteering opportunities etc. How can the club facilitate this? Taster event invites / discount on first year membership / range of communication methods used / social activity programmes etc.
- New member – how would the club ensure they make the most out of the membership? Buddy system for when they join the club / welcome in newsletter / assistance on events / invites to be a part of the team etc. What will the new member be looking for? A good welcome / frequent communication / opportunities to meet other members in the same sport / promotion of other opportunities etc.
- Renewal – how would the club ensure they renew? Find out how their first year has been / opportunity to feedback on what was good and what can be improved / first year blog from member to tell others how they got on / picture gallery etc. The member would want to feel valued / part of the club / opportunities to do what they want to do / informed etc.
- Junior – how would the club ensure they get value for money? Ensure that they are not on their own / junior awards for both driver and volunteer / blog about what they want to achieve / social media interaction etc. What is important to the member – identity / integral part of the club / encouragement to do the best they can / supportive network of members / work experience opportunities / communication that is relevant and easily understood etc.
- Established – how would club ensure that they are getting most out of membership? Relevant and concise communication / raise awareness of other opportunities through dynamic newsletters / celebrating success / enabling member to express themselves and be part of the identity. What would the member want? Access to events / opportunities to up skill / opportunities to be part of an organising team / opportunities to mentor new members etc.

- Committee – how would club ensure that they don't become disillusioned? Member wants to feel part of the team / be involved in lots of activity / push the club forward / still have opportunities to volunteer and compete etc. Club should recognise their contributions / allow them to put forward new or developed ideas / allow them to still have their own time to compete and volunteer / allow them to train up new people into new roles etc.
- Retiring – how would club ensure that they still feel part of the club? Keep in touch through relevant methods / give them a role or membership that demonstrates the true value of their involvement over the years / give the opportunity to still contribute as they want to / award them with a lifetime achievement or something similar etc. The member will still want to know what is happening with their club / will still be passionate / may still want to contribute in various ways etc.
- Lapsed – how would the club try to encourage them back into club membership? Find out what made them discontinue in the first place / is there options that the club can look at so they can take up their membership again / provide other opportunities that may be different to their initial ones etc. The lapsed member will have a variety of reasons why they discontinued their membership – family / funds / jobs / health etc. It is important to focus on these and see what can be done to make them feel a part of it again and eventually take up their membership once more.
- Conclusions – every member is different and should be treated as an individual where possible. It is often the simple things, for e.g. provision of a buddy on event to help a newcomer or an honorary membership to a retiring member that make the biggest difference and encourage people to continue with the club. Allow new people to get involved at the various levels of competition and voluntary roles. Most importantly realise that no one person is bigger than the sport, we are all custodians of the club and the sport and we should safeguard it for the next generation as much as we take enjoyment and fulfilment from it. Club membership is a living and breathing thing, members will go through various stages but ultimately they want to be part of it. Move with the times without forgetting heritage and traditional ways of communicating.