BCHW MEMBERSHIP DEVELOPMENT

RETAINING CURRENT BCH MEMBERSHIP

WHAT MARKETING MATERIALS DO WE HAVE (6)

Physical tools we have to draw attention to and describe BCH

To retain current members we must first gain their attention, and then remind them about the benefits of BCH membership with excitement and enthusiasm. Besides doing this verbally we have many physical tools we can use to support our message. Materials must be designed and created in a format that can be realistically updated on a timely basis. Out of date material can be harmful to the message.

Which of the following materials do you currently use or would like to use in the future?

MATERIALS TO PROVIDE INFORMATION:

* Brochures – about BCHW
* Brochures – about the chapter
* Chapter Brag Book
* Newsletters (chapter, state, national)
* Meeting agenda
* Idea sharing table at meetings
* Calendar of events
* Membership list
* Membership location map (where members live)
* Chapter leadership list
* Membership minutes (board minutes if appropriate)
* Membership financial information
* Volunteer opportunity list
* Volunteer opportunity descriptions
* Skills and interest list of members
* Membership manual (bylaws, standing rules, officers & committees, volunteer hours form, trail etiquette, safety, trail locations, LNT, discounts available, resource list, etc.)
* Videos (BCHW Accomplishments, LNT, BCH History, etc.)
* Pictures
* Scripts (elevator speech about BCH)
* Library
* Store
* Decals (truck and trailer)
* BCHW calendars

MATERIALS TO SUPPORT MEMBERSHIP:

* Name tags at meetings (members and guests)
* Membership table cards (if sitting at tables at meetings)

MATERIALS TO FINALIZE MEMBERSHIP:

* Membership application
* Welcoming letter
* Email (and call)
* Membership card
* Business card

MATERIAL FOR MANAGEMENT:

* Membership list (current and past)
* List of local events

**BE SURE TO INCLUDE THE FOLLOWING INFORMALITON:**

* Contact information
* Website address
* Facebook address
* Meeting information
* Upcoming event (i.e. fundraiser)