BCHW MEMBERSHIP DEVELOPMENT

RETAINING CURRENT BCH MEMBERSHIP

HOW DO WE REACH OUT TO CURRENT MEMBERS (7)

Things we can do to make contact with current members (and guests)

Once we have identified our audience, where they are, what resistance we may encounter, what BCH membership offers and have the materials we need then we must make contact. There are several ways to do this with individuals and in groups. All of our communication should resonate with them and align with their goals and priorities. We want our audience to see the value of membership so that they are excited about renewing their BCH membership.

Our contacts can be direct by talking to individuals about BCH. They can also be indirect in which we are talking, or writing, about a related subject (i.e. trail etiquette) and reference BCH.

Which of the following methods of reaching out to our audience do you currently use or would like to use in the future?

RENEWAL ONE ON ONE:

* Phone call
* Email
* Snail mail

RENEWAL AT THE MEETINGS AND NEWSLETTER:

* Verbal renewal reminders to the group
* Membership renewal table with a sign
* Passing out membership application forms
* Newsletter articles
* Membership application form with newsletter

ON GOING ONE ON ONE:

* Inquire about the member’s interests verbally
* Include the member in specific activities they may be interested in (i.e. exploring a new trail, participating on a committee, attending a public meeting, etc.)
* Call member to remind them of a meeting or event
* Offer to share a ride
* Snail mail when electronic means not available

ON GOING AT THE MEETINGS:

* Do NOT sit down until the meeting starts - circulate
* Be inclusive at meetings in conversations
* Have introductions at meetings
* Have many, if not all, members have a part in the meeting
* Ask members to share past experiences
* Inquire about the member’s interests with surveys
* Programs that are interesting, informative and relevant
* Get acquainted games
* Quizzes - fun

SOCIAL MEDIA:

* Facebook
* Website

**FOLLOW-UP WITH PREVIOUS CONTACTS**