



# Planning and Understanding Your Membership



# Why 'Planning & Understanding your Membership'?

- Review
- Plan
- Grow membership
- Increase activity
  
- Club action plan



# What have you done that has got more people sailing regularly?

- Why is this important?
- Activity
- Write down 1 idea you would like to implement at your club



**What have been your challenges over the past 12 months?**

**How have you overcome them?**



# Break



# Increasing activity and membership

- Who is your member?
- What do they want from your club?



# Who is your member and your potential member?

<b>Ben</b> <a href="#">Profile</a> 	<b>Jamie</b> <a href="#">Profile</a> 	<b>Chloe</b> <a href="#">Profile</a> 	<b>Leanne</b> <a href="#">Profile</a> 	<b>Helena</b> <a href="#">Profile</a> 
<b>Tim</b> <a href="#">Profile</a> 	<b>Alison</b> <a href="#">Profile</a> 	<b>Jackie</b> <a href="#">Profile</a> 	<b>Kev</b> <a href="#">Profile</a> 	<b>Paula</b> <a href="#">Profile</a> 
<b>Philip</b> <a href="#">Profile</a> 	<b>Elaine</b> <a href="#">Profile</a> 	<b>Roger &amp; Joy</b> <a href="#">Profile</a> 	<b>Brenda</b> <a href="#">Profile</a> 	<b>Terry</b> <a href="#">Profile</a> 
<b>Norma</b> <a href="#">Profile</a> 	<b>Ralph &amp; Phyllis</b> <a href="#">Profile</a> 	<b>Frank</b> <a href="#">Profile</a> 	<b>Elsie &amp; Arnold</b> <a href="#">Profile</a> 	<b>Or choose:</b>



# How can your club become more member focussed?





# Facility Development

- Do your facilities cater for the needs of your membership groups?
- New revenue and membership streams?
- Funding + Finance Workshop



# Your Committee

- Case study
- How to decide if you need to make some changes...
  - Who are your members – does your committee represent all membership group?
  - What skills do you need to run your club?
  - Does your committee structure enable you to manage and develop your club?



## What next?

- How does this fit into your Club Development Plan?
- Why we need a copy of your plan
- Keep in touch



**Thank you!**