



Keeping newer members engaged and active

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Welcome and introductions

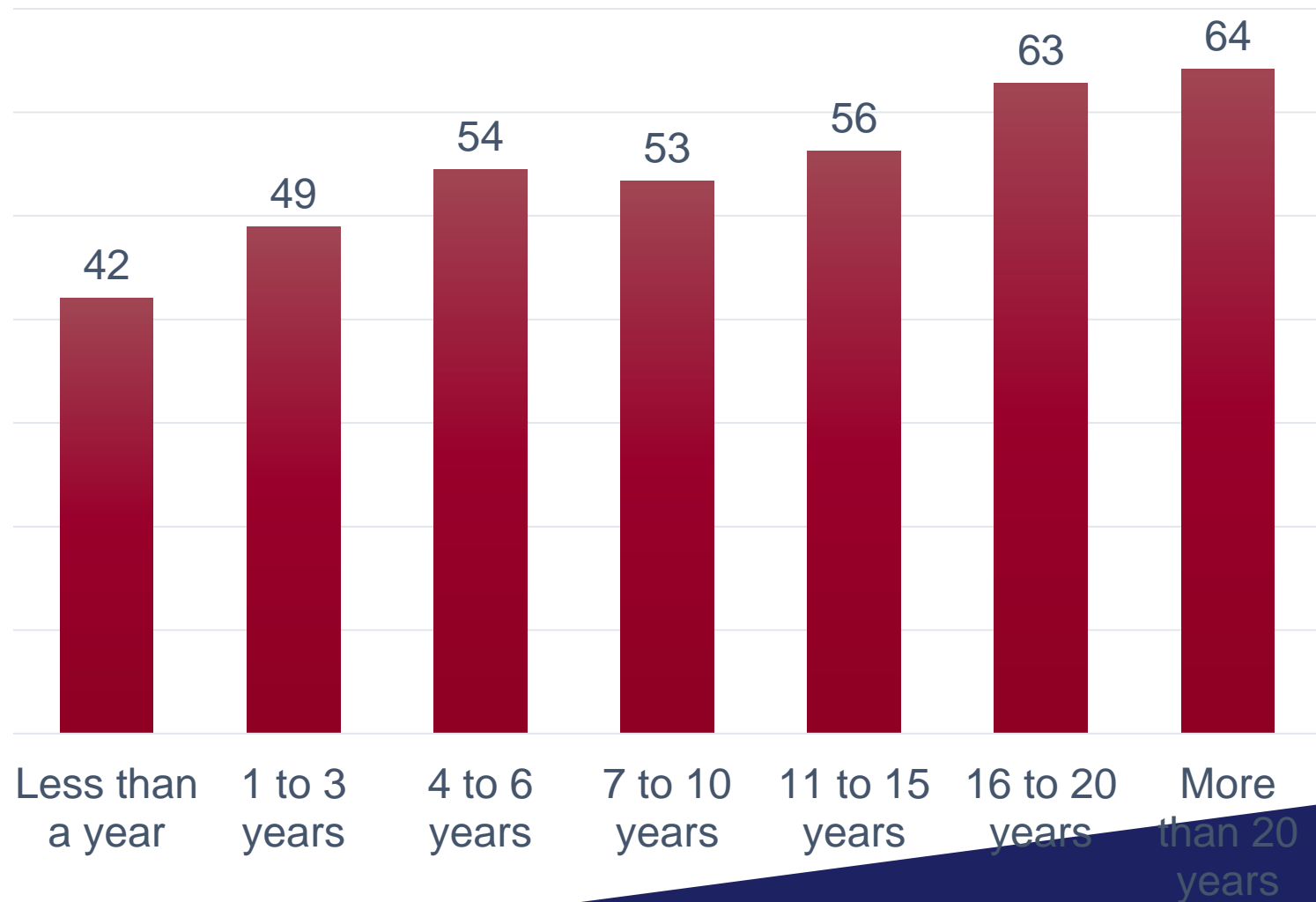
Aims of the workshop

- To explore newer member satisfaction and churn
- To share successful projects that have helped to keep newer members engaged and active
- To start a plan to engage newer members at your club, to help to reduce membership churn

What do we know about newer members?

- We know that membership churn is an important issue
- We know that newer members are less satisfied

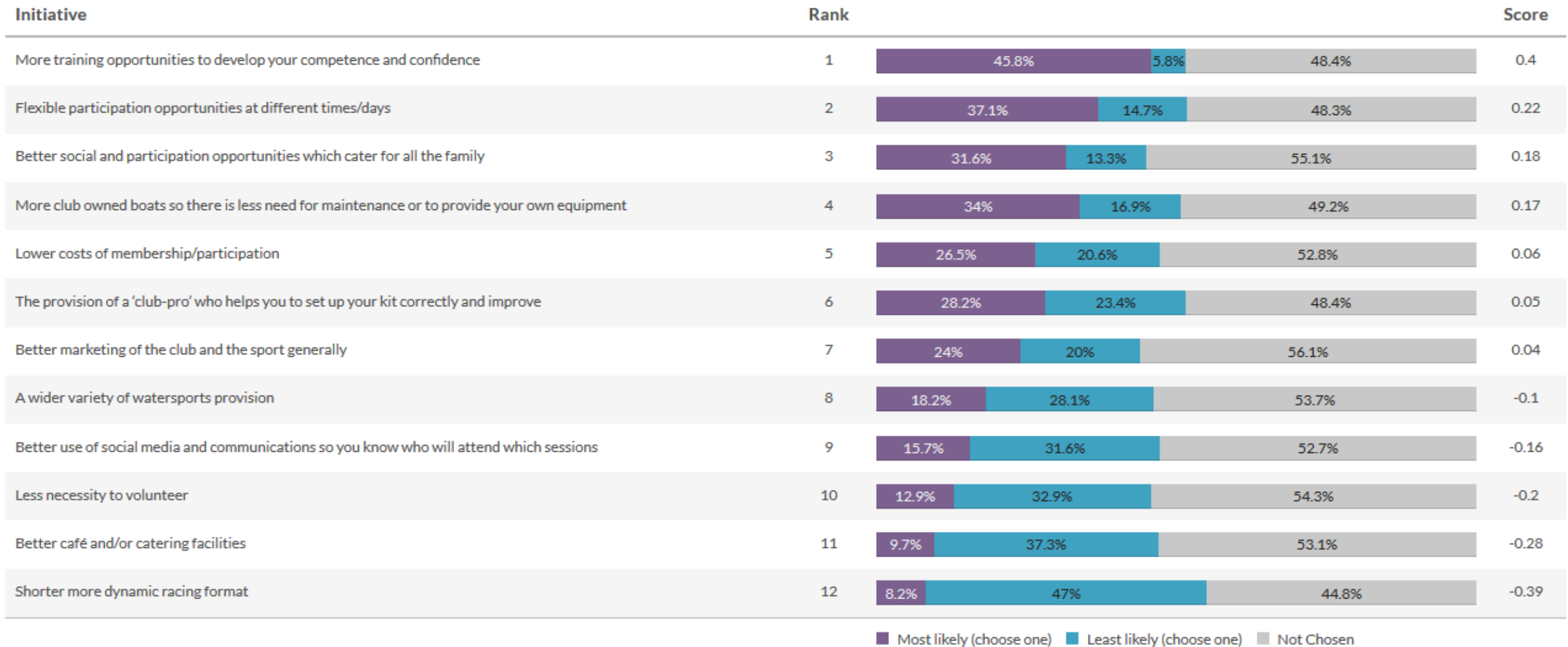
Satisfaction according to length of membership



What do we know about newer members?

- We know that membership churn is an important issue – insert churn graph
- We know that newer members are less satisfied
- We know that there are more competing interests for their time
- We think that clubs find them harder to engage with as they are typically less active and most do not race

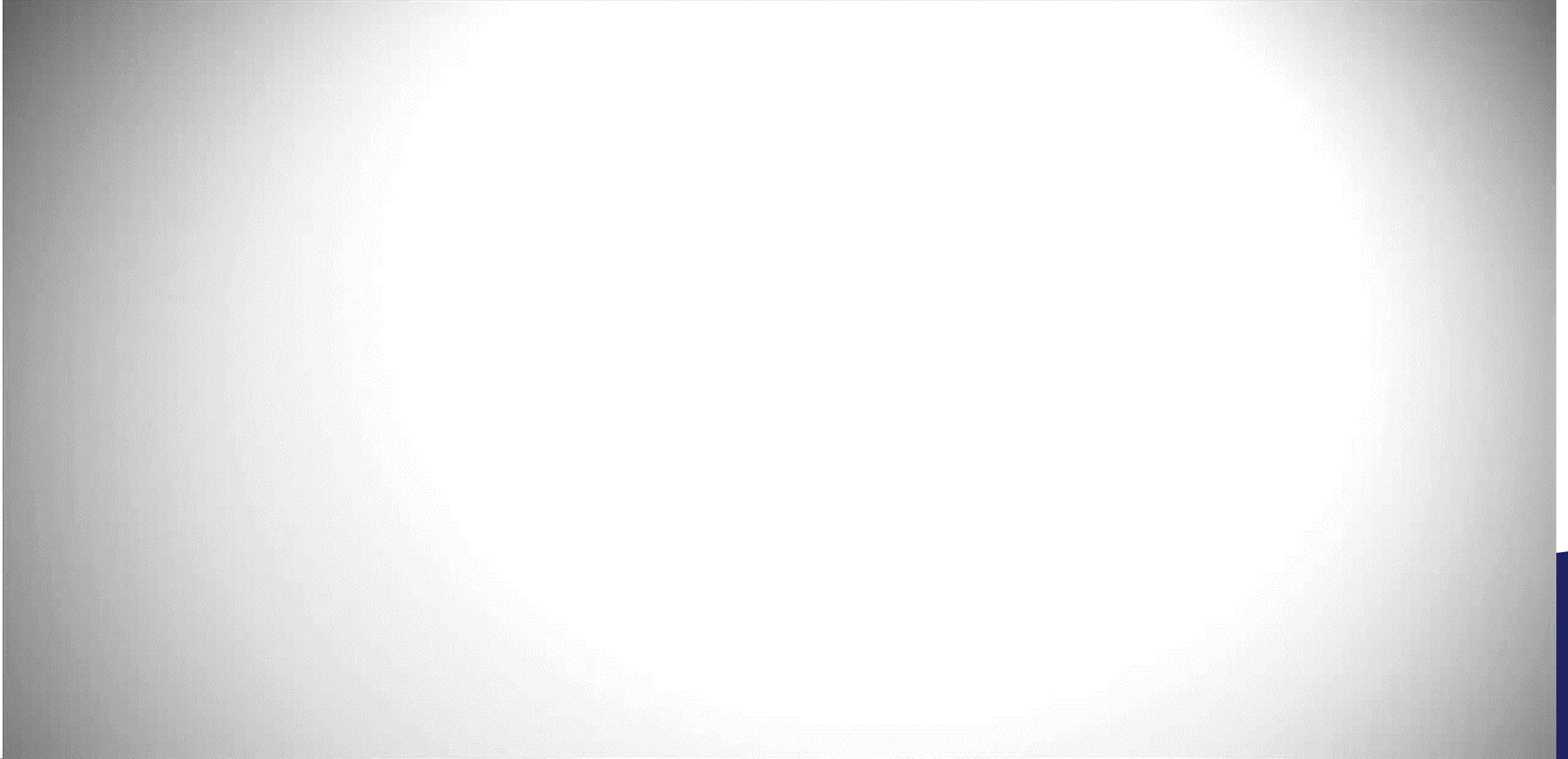
What do you think would make people participate more often in boating?



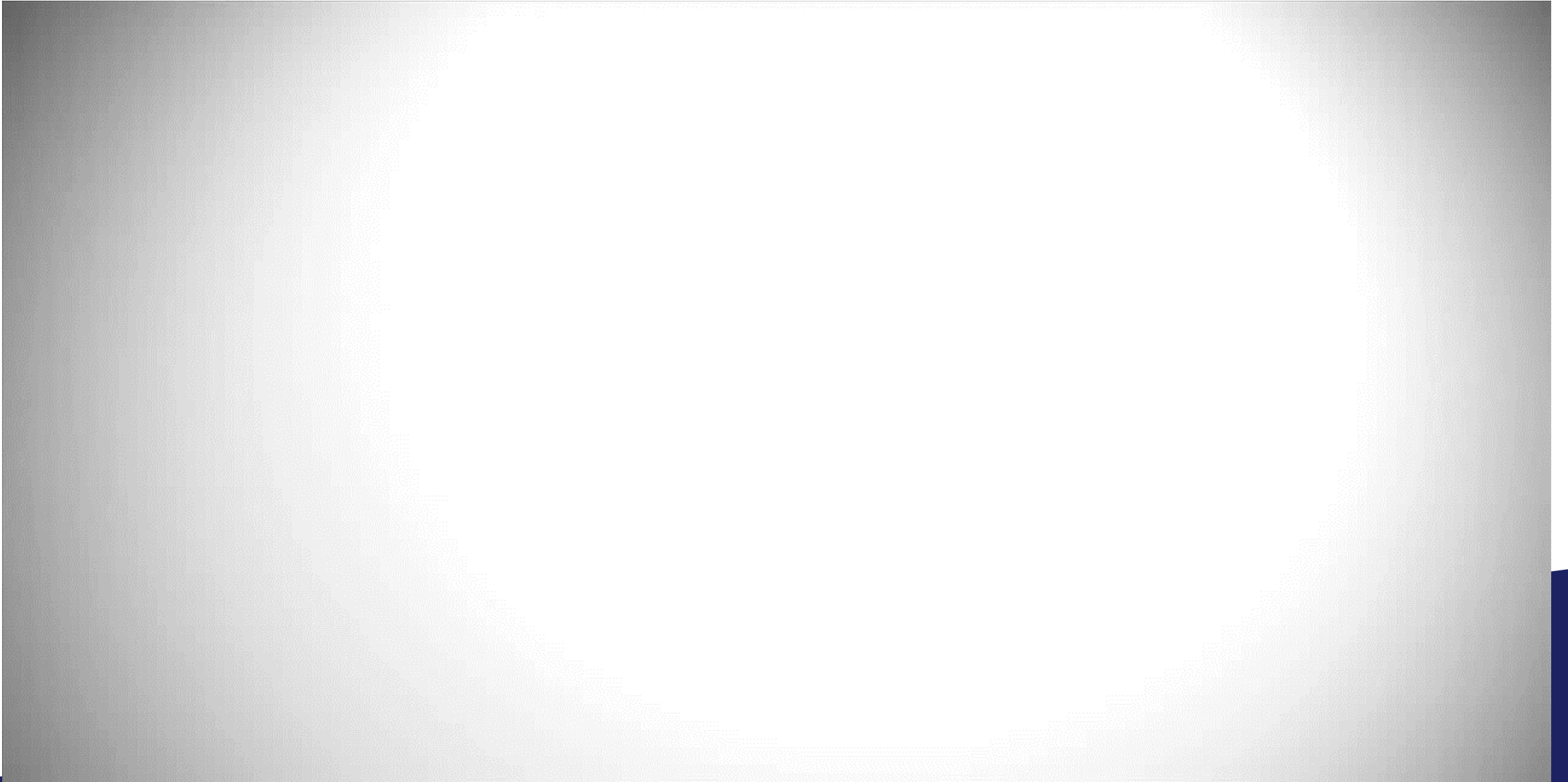
Initiative	Rank	Percentage of Responses			Score
More training opportunities to develop your competence and confidence	1	45.8%	5.8%	48.4%	0.4
Flexible participation opportunities at different times/days	2	37.1%	14.7%	48.3%	0.22
Better social and participation opportunities which cater for all the family	3	31.6%	13.3%	55.1%	0.18
More club owned boats so there is less need for maintenance or to provide your own equipment	4	34%	16.9%	49.2%	0.17
Lower costs of membership/participation	5	26.5%	20.6%	52.8%	0.06
The provision of a 'club-pro' who helps you to set up your kit correctly and improve	6	28.2%	23.4%	48.4%	0.05
Better marketing of the club and the sport generally	7	24%	20%	56.1%	0.04
A wider variety of watersports provision	8	18.2%	28.1%	53.7%	-0.1
Better use of social media and communications so you know who will attend which sessions	9	15.7%	31.6%	52.7%	-0.16
Less necessity to volunteer	10	12.9%	32.9%	54.3%	-0.2
Better café and/or catering facilities	11	9.7%	37.3%	53.1%	-0.28
Shorter more dynamic racing format	12	8.2%	47%	44.8%	-0.39

■ Most likely (choose one)
 ■ Least likely (choose one)
 ■ Not Chosen

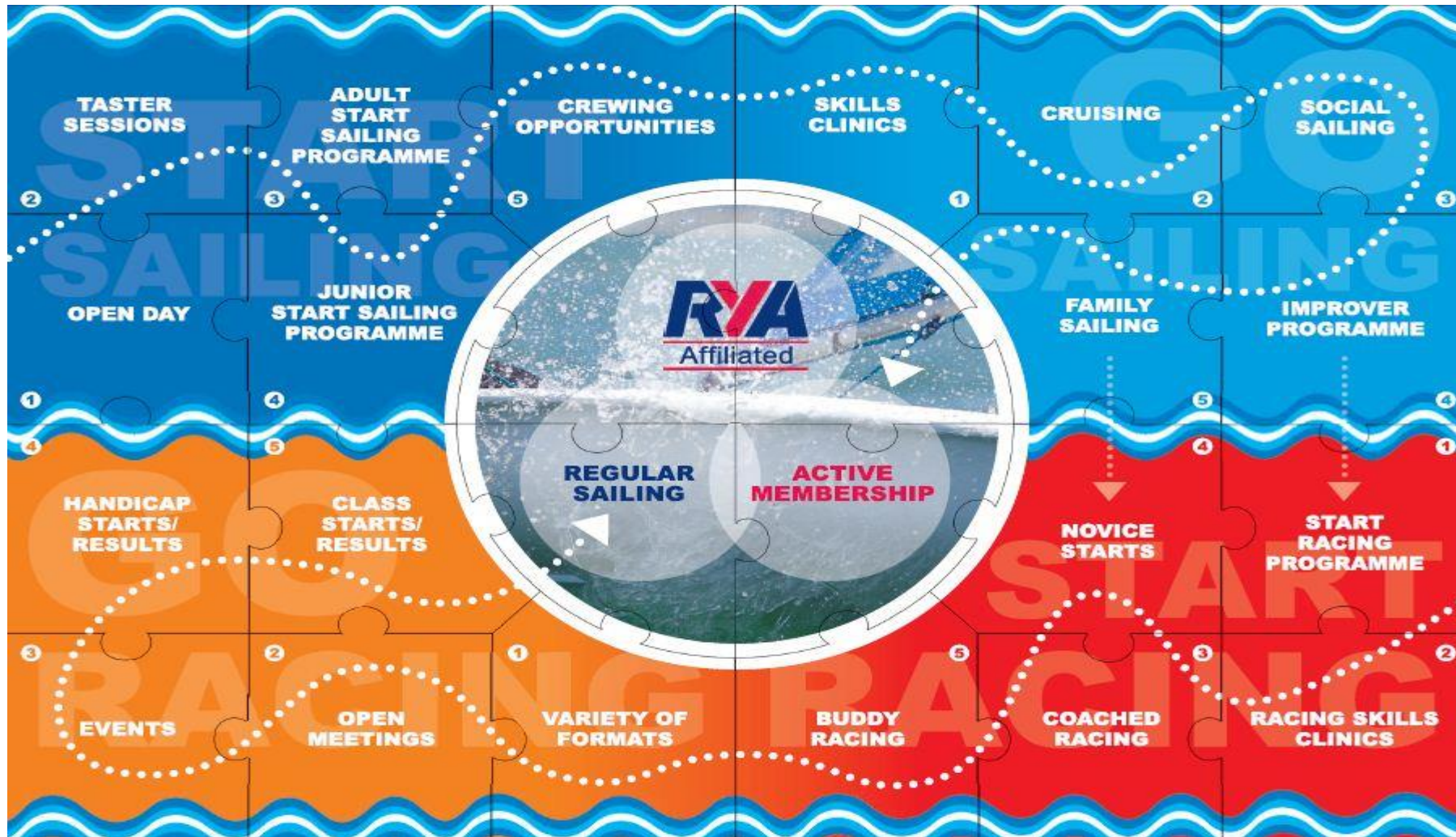
Brightlingsea Sailing Club - Monday Night Sailing



Grafham Sailing Club - Friendly Fridays



Finding a gap in your offer



Engaging with newer members – top tips...

- Segment your membership so you know who your new members are
- Communicate with them as a group and as individuals
- What do they want to know about?
- What do they not need to know about?
- When are they likely to lapse?
 - Think about what you can offer them at this point in time.

Start your plan...

- Consider where your gap is
 - Write it down
- How could you fill it?
 - Write down three potential ideas
 - Speak to three other club members/committee members
 - Get this topic on the next sailing club committee meeting agenda
 - If you need more inspiration contact Gareth Brookes to discuss ideas that could work for you

Have we achieved our aims?

- To explore newer member satisfaction and churn
- To share successful projects that have helped to keep newer members engaged and active
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Thank you!