



BUILDING MEMBERSHIP IN SQUADRONS

RECRUITING AND RETAINING MEMBERS



PERSPECTIVE

- “The best way to predict the future is to choose it.” Abe Lincoln
- It is easier to retain members than find new members.
- People join an organization based on what they do. They stay in an organization due to the social contacts they make.

RETAINING MEMBERS

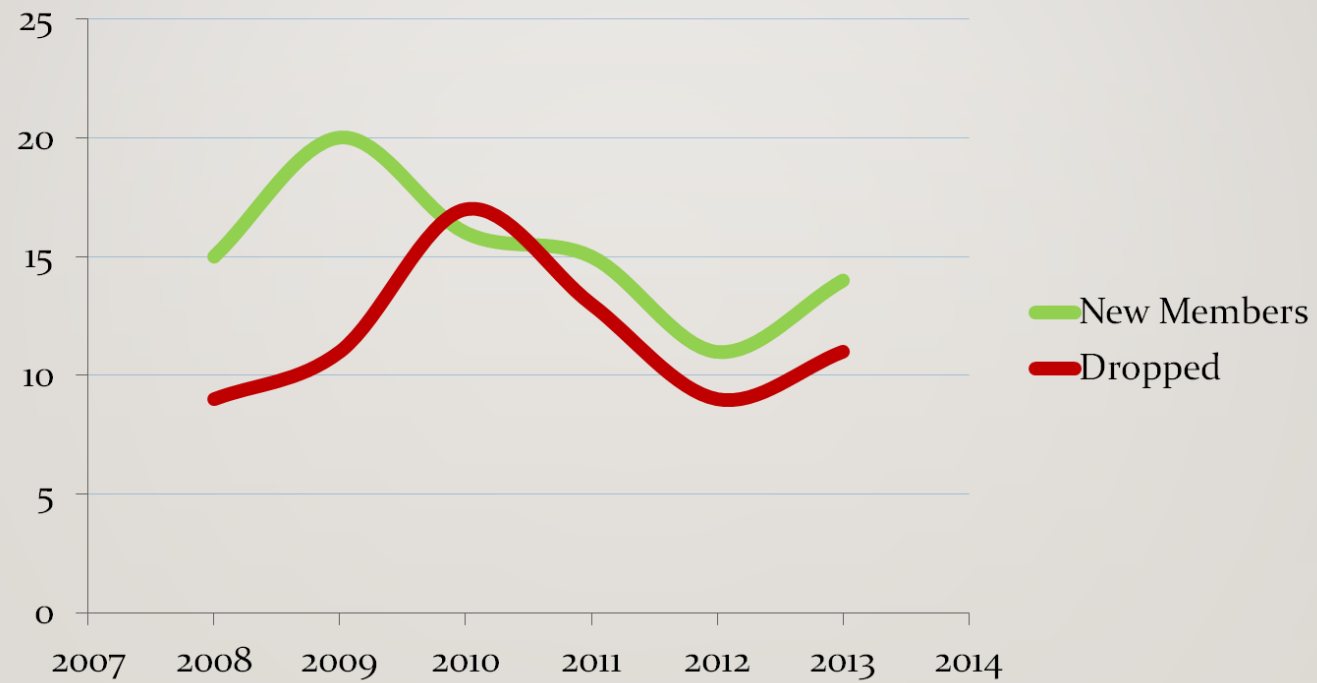
Goldfish bowl!

An easy place to start
making a change!





TYPICAL MEMBERSHIP





RETAINING NEWER MEMBERS

- Develop and offer Orientation Class quarterly. (not Ops training). Orientation Class slides available.
- Benefits,
 - New member develops basic understanding of what your squadron has to offer, history and expectations
 - Offer this course to public. Develops interest and turns non-members into members. A primary recruitment tool!



RETAINING NEWER MEMBERS

- Assign a mentor for each new member
 - Train experienced members to be mentors
 - Workshop is available to train and develop mentors, see me.
 - Mentor develops relationship with new member to help guide them to participate in courses, seminars and squadron activities and develop social contacts.
 - Develops social contacts and purpose in experienced members



RETAINING NEWER MEMBERS

- Recognize and reward them often for courses, seminars, activities in
 - Your squadron newsletter
 - Your monthly meetings
 - Advertising to public
 - When you call them



RETAINING EXPERIENCED MEMBERS

PEOPLE JOIN AN ORGANIZATION BASED ON WHAT THEY DO. THEY STAY IN AN ORGANIZATION DUE TO THE SOCIAL CONTACTS THEY MAKE.



BUILDING SOCIAL GROUPS ADVANTAGES

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- Creating social groups gives existing members more reason to continue membership as boating interest fades
 - New members can quickly identify with existing members who have similar skills and interests. A consideration for assigning mentors to new members.
 - Leaders can rapidly put together skilled teams with needed interest and skills to tackle any new project
 - New squadron officers can identify and gain knowledge from those who have held past similar positions.
 - Your nomination committee can identify and focus on recruiting officers with background and experience for the position.



BUILDING SOCIAL GROUPS

- Survey members for membership in other organizations, hobbies, activities, education, career focus, affiliations, favorite charities, boating experience, squadron offices held, etc. (hint: Use Monkey Survey or equivalent)
- Build database with information. Send every member with similar hobbies, activities, affiliations, etc. the name and contact information of every other member with similar interests.
- Urge them to contact each other, get together and discuss common interests. This builds member subgroups, free to pursue their skills and interest with other members.
- Examples; Woodworking, gardening, fabric arts, classic autos, wooden boats, college fraternities', book clubs, cooking, painting, own similar boats, etc.



FINDING NEW MEMBERS

POPULATION CHARACTERISTICS

Category	Traditionalists	Baby Boomers	Generation Xers	Millennials
Birth Year	1922-1943	1943-1960	1960-1980	1980-2000
Education Is	... a dream	... a birthright	... a way to get there	... an incredible expense
Attitude toward authority	Honor and respect	Replace them, challenge them	Ignore leaders	Leaders must respect you
Schedules	Mellow	Frantic	Aimless	Volatile
Career	Means for living	General focus	Irritant	Always changing
Technology	Hope to out-live it	Master it	Enjoy it	Employ it
Interactive Style	Team player	Self-absorbed	Entrepreneur	Team player
Work Is	... an obligation	... an exciting adventure	... a difficult challenge	... a means to an end
Characteristics	Veterans, structured, loyal, follows rules, individual	Question authority, driven, optimistic, efficient, team player	Latch-key kids, do it my way, survivors, self-reliant, independent	Asks why, structured, supportive, creative, team participant
Message That Motivates	"Your experience is respected."	"You're important to our success."	"Do it your way."	"You and your coworkers can turn this place around."



WHY RECRUIT MILLENNIALS?

- Ensure your squadron will exist in 40 years
- Increase hands to do more education and service
- Gain fresh ideas
- Bring in new energy and diverse skills
- Promote membership that reflects the community

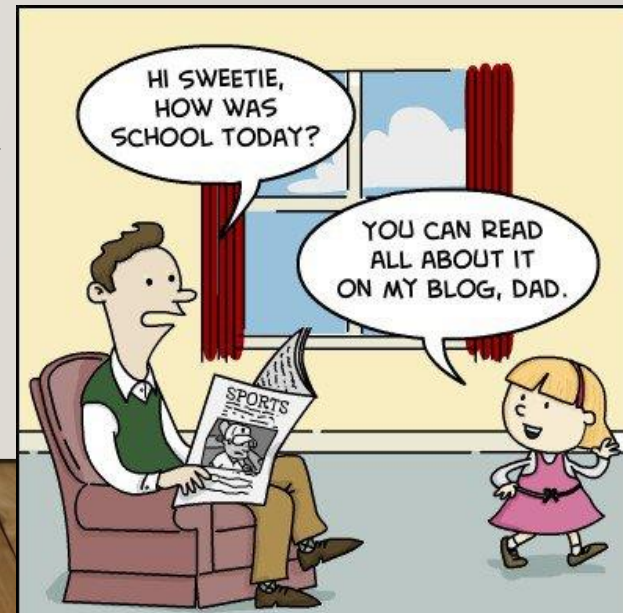


CHARACTERISTICS OF MILLENNIALS

- Adapt rapidly
- Crave change and challenge
- Not mired in tradition
- Committed and loyal when dedicated to an idea, cause or product
- Global in perspective
- Seek work in teams

CHARACTERISTICS OF MILLENNIALS (CONT.)

- Seek continuing learning and will take advantage of training made available to them.
- Seek active versus passive involvement
- Respect must be earned; it is not freely granted based on age, authority or title
- Heavily oriented towards new and changing technology
- Extensive use of social media





RECRUITING MILLENNIALS

- Major presence at children/school events
- Start lifejacket loaner program at local marina
- Start children's program with parent participation
- Offer/advertise childcare provisions at monthly meeting
- Adopt a child orientated nonprofit and participate with member involvement.
- Offer boat dealerships training for new boaters
- Offer training to local yacht clubs, youth groups, etc.



RECRUITING NEW MEMBERS

- Establish new Public Relations & Marketing Officer. Find someone with marketing experience to serve.
- Change bylaws to make PR&O a voting member of your squadron board.
- Give PR&O an annual budget to spend on advertising.

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WHAT IS PUBLICITY?

- Media attention for your squadron
- Publicity designed to raise awareness
- Keep your squadron “top of mind”
- Build an interest audience slowly and steady
- Inform, educate, entertain
- Focus on target audience



Life jackets essential for water safety

By Jim Waller

Tuesday, August 18, 2020 5:06pm | SPORTS



While more warm days lie ahead on Whidbey Island, a fall into the water can be dangerous and deadly, according to the Deception Pass Sail and Power Squadron.

Wearing a life jacket is essential for boaters, kayakers and paddlers, according to the DPSPS.

Local water temperatures average in the mid-50s, and a fall into the water could bring on cold water immersion, which is the cause of many boating-related fatalities.

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According to the U.S. Coast Guard, cold water immersion and hypothermia can occur in water as cool as 70 degrees at any time of the year.

Cold water immersion refers to the affect that that sudden shock of cold water has on your breathing, according to Pat Waters, DPSPS commander.

News Sports Life Business Opinion Letters to the Editor Obituaries Classifieds

Power Squadron earns grant to promote children's boating safety

By Jim Waller

Friday, July 17, 2020 4:24pm | SPORTS



Deception Pass Sail and Power Squadron received a \$500 grant this spring that will benefit the Whidbey and Fidalgo communities by offering free kids' boating safety classes.

The grant awarded by the Northwest Yacht Brokers Association will also help fund more children's "loaner" lifejackets at the Oak Harbor Marina for fishing or boating.

The grant is part of the NYBA's efforts to promote boating participation throughout the region.

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DPSPS looking for volunteers for emergency response team

Volunteers for crew positions do not need to own a boat.

By Jim Waller

Friday, September 11, 2020 2:00pm | SPORTS



The Deception Pass Sail and Power Squadron has established a Squadron Emergency Assistance Team and is seeking volunteers to fill out the group.

The Squadron Emergency Assistance Team (SERAT) works with the Island County Department of Emergency (DEM)



Practical Tips

- Know your Audience:
- Develop a media contact list
- Learn how to write a news release.
 - Keep it short, simple, accurate.
 - Keep it newsworthy
 - <https://donorbox.org/nonprofit-blog/how-to-write-a-non-profit-press-release/>
- Always be looking for opportunity to get your word out!
- Social Media is Integral
 - Supports and complements all efforts





RECRUITING NEW MEMBERS

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- Define focus groups (local yacht, fishing, kayaking clubs)
 - Set goals (ex: 5% membership growth per year)
 - Booth/Flyers/Applications at every major community event and especially squadron events.
 - Conduct major membership drive for one month a year
 - Recruit spouses by enhancing social contacts.
 - Promote what you are good at and have fun doing.



OTHER SUGGESTIONS TO BUILD RECRUIT AND RETAIN MEMBERS

- Offer ability to pay dues monthly rather than yearly
- Adopt kid's charity to support and promote member involvement.



METRICS

- Define what is active membership for your squadron. For example, attending a % of monthly meetings per year, taking one or more courses per year, leadership role, volunteerism, etc.
- Keep current list of active and non-active members and pursue those who are non-active by inviting them to participate.
- Recognize/reward new members who meet active membership criteria



METRICS

- Local population metrics, such as average age, family income, female/male ratio, number of children, etc.
- Squadron metrics today; total membership, average age, average years of membership, female/male ratio, percent of membership of couples, children, etc.
- Past squadron metrics; For each of last five years, membership, new members, leaving members, month joined, month leaving, average ages, average years of membership, etc.



SURVEYS

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- Interview those leaving within three months of resigning.
 - Interview those who quit in the last two years.
 - Interview new members after three months membership and again after six months with assigned mentor present.
 - Interview those who joined in last two years. What compelled them to join? Satisfaction level with squadron? How active are they and why?



INCREASING MEETING ATTENDANCE

- Coordinate rides for members who dislike driving at night.
- Offer in person lunch time meetings in addition to evening meetings. Offer online access to meetings during and after pandemic.
- Use throat mics or other hearing improvement devices



FINAL THOUGHTS

- If you want something you don't have, you must do something you have not yet done.
- If you are not embracing change, you are playing catch up with other competing organizations.
- **CHANGE IS GOOD!**



For PDF or Power Point copy of New Member Orientation, and/or for PDF copy of Building Membership, go to,

<https://www.uspsd16.org/departments>

Administrative Department > Membership



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