

# Member Engagement

## *Tips On How To Engage Club Members*

### Engaging Existing Members

To keep current members engaged, remember to make them feel valued and appreciated. Always clarify expectations from members.

Assess your club experience by asking members questions such as:

- What is our club's greatest strength?
- What do you enjoy most about being a member of our club?
- If you could change one thing about our club, what would it be and why?

Assess your community's needs and clarify how your club's CmPS can help. Continually analyze your impact on the community. Ask for feedback from CmPS members about the types of problems they've identified and ideas to solve local problems.

SurveyMonkey and Google Forms are useful tools to survey members as well as organize responses.

### Welcome New Members

When a member has joined your club, club leaders should provide orientation as soon as possible. Make sure that club leaders get to know the new members. Discover their interests and goals for joining your club. Be proactive and assign them a role within the club. Ensure they are included on all relevant communications going forward. Follow up on expectations to keep them engaged.

Remind new members that there are so many ways to get involved:

- Attend club meetings.
- Participate in service (CmPS) projects and club fundraising efforts.
- Join a competitive component as a team member.
- Attend NYFPS State Conference and International Conference.
- Serve on as a student leader by being a club officer.

### Create Events Calendar

Your club meetings, service project (CmPS) activities, and events are your best opportunities for engagement with club members.

Develop an events calendar that lives on your club's website or social media page. Be sure to distribute it to all members. It is essential to keep it updated regularly. Ensure your members know that they can easily find all the details to remain engaged with your club. You can also include a list of upcoming events in your club communications (e.g. an email newsletter or social media update). This calendar can serve as a source of active social media content or campaigns as well.

