

Strengthen Your Club

Tips On How To Improve Your Club

Want to increase your membership or run an amazing club? Here are 10 steps you can take to grow your club, excite your members, impress prospective members, and enhance everyone's NYFPS experience.

1. Communicate your club's vision statement. Articulate your club's vision and mention it in meetings, newsletters, fundraising materials, and marketing.
2. Remind members to recruit. At every meeting inquire about members' recruitment efforts. Remind every member identify prospective members and invite someone to attend meetings. Talk about growing your club!
3. Provide an incentive. Host a recruitment drive contest! It provides members an excuse to ask others to attend meetings and to join. Excited members will be more motivated to people to join and grow the club.
4. Promote friendliness and build a welcoming ambiance. Maintain an accurate membership list with names, e-mail addresses, and social media handles. Circulate copies to every member. Encourage members to interact. A club buzzing with activity will grow naturally.
5. Communicate often and in many formats. At least monthly, publish a club newsletter and e-mail a copy to each member. Engage members through social media. Have additional newsletter copies at meetings for guests and prospective members. Send weekly e-mails to remind members of meetings, active projects, fundraisers, and etc.
6. Prepare for every meeting by having a set agenda. Your members will more readily invite prospective members when they know there is a good program planned. Agendas should be planned a month in advance.
7. Be the fun club. Every two months host a "fun" event for members and encourage that they bring a friend.
8. Show them you care. No matter why a member has been absent, send a note telling them they are important and missed.
9. Extend a warm welcome to new members. Introduce them to the club.
10. Show your appreciation. Send thank-you notes for every donation, no matter how small. Recognize your members, share achievements with local press, and mention on your team's accomplishments every opportunity you get!

Choosing A Venue

Where you hold your club meetings will make a major impact on first impressions. Be thoughtful in deciding where you hold your club meetings and events.

Due to the challenges presented by the COVID-19 pandemic, meetings should be conducted remotely by video conference whenever possible. NYFPS requests all teams and clubs to follow WHO, CDC, New York State, and local health protocols (e.g. social distancing, frequent hand washing, and wearing masks). Clubs also need to comply with guidelines for public gatherings including, but not limited to, social distancing, wearing face masks, and adhere to the maximum number of people who can attend gatherings. Health and safety come first.

