



APEX AUSTRALIA

20 for 20 Program

Dear Apexians,

Here are some FAQ's on the 20 for 20 program:

What is it?

At the 2019 Apex National Convention at Kadina, the club delegates voted to establish a national sub-committee to provide ways for clubs to promote themselves and increase membership within Apex. The first program of that sub-committee is the 20 for 20 program.

Very simply, the goal is to increase your club's membership (and membership nationally) by 20% by the 2020 National Convention. See you in Perth on 9-10 October, 2020!

Is it compulsory?

No, of course not. But why wouldn't you participate and share your passion for Apex with other like-minded individuals in your community.

What does it cost?

This stage of the program costs nothing, just your time to ask (as we know they don't come knocking) and perhaps the first meal for your prospective member.

How do we do it?

Any way you like. If your club (when it turns its mind to membership) can increase in members, then your club should do what works for it. However, if your club needs more focus or new ideas, then our guide below will assist you to achieve your '20 for 20' goal (or even better it). Your Regional Communicator will be touching base with you to monitor how your '20 for 20' is going and how they could provide any support.

More questions?

Sure, please contact the national office on 0746975303 or clubextensionofficer@apex.org.au

Please read the guide which follows.

Yours in Apex,

20 for 20 National Board Sub-Committee



20 for 20 Program

Guide

We recommend your Apex Club try the following:-

1. Some pre-planning

- The Club President and Club Executive should read this guide and support the program.
- Appoint a membership director, if your club doesn't already have one. The Club President may be the fall back, if no-one else can do this role.
- Raise this at a meeting for the whole club to get behind. Set the targets and milestones and continually publish these within your club's newsletter / dinner notice. It's very achievable – for a club of 10 Apexians, it's only 2 more members! Set a meeting date, ideally the next one, with the main business being membership and the '20 for 20' program.

2. Membership focused club meeting

- Try to dispose of club business quickly and ideally have members only present, maybe invite any helpful life members or senior actives.
- Before this meeting, every member should be asked to provide the names of three prospective club members.
- Start the meeting by having a discussion or open forum on membership. Ask all members to provide the names of the prospective club members. The membership director will prepare a single list.
- Get the club to decide on the date, place and time for a new members night that works best for them. Perhaps at your usual venue and time, maybe a lunch event, maybe an evening event. Maybe at a more social venue.

3. New members event

- Plan and hold a new members event/evening.
- Touch base with your prospective member beforehand to discuss the event and also tell them the club membership officer will be in touch.
- Then your club membership officer should contact every prospective member, by telephone or personally, to invite them to the event. State clearly that member X has recommended them and you are inviting them to come along to find out more about Apex. Follow this up by an immediate email confirming the details and another phone call, the day prior and an email on the morning of the event. (This part is the hard work!)
- The **sole** business at that event should be social. It should be to meet the new members. The Club President (or most entertaining Club member!) should speak briefly for maybe 5/10 minutes about what Apex is, the club's history and the what is involved in being an Apex member. Do **NOT** have general business, motions or other business at this event. The rest of event is about fun and social events. Do a self-introduction around the room. Maybe have a club raffle, maybe a fun activity. Discuss within the club beforehand if partners or family will be invited.
- **GREET** your guests warmly. Have some stickers for temporary name badges. Make them feel welcome. Remember that Apex is foreign concept to many people.
- Short on club numbers? Call on your Life Members and/or Senior Actives to bolster the ranks. Call on a nearby Apex Clubs to come for a visit and help out – let them know why, they may send a car load to assist you! (then you could do the same for them, an opportunity for interclub relations and show Apex isn't just in your community).

- **INVITE** your Regional Communicator to come along or any nearby National Board member. He/she can help out by speaking about what Apex does nationally – ie work parties, our International Apex partners, our national projects, the Apex Foundation, etc.
- Even if your Regional Communicator cannot attend, please update them on how the event went.

4. But our membership is fine - we don't need to do anything.

- That is unlikely. All Apex clubs can benefit from new people, new ideas, and new contacts. However, if that is the genuine feeling in the club, then odds-on, there is a struggling club close to you. Contact them, offer to help them work through the steps above. Offer some members to come along to their events to bolster numbers. Consider making it a club service project to assist that club.

Finally, some DO's and DON'T's:

DO:

- Create a welcome environment for prospective members. Imagine you know nothing about Apex, meeting procedure or community service - you might be apprehensive! Remember your first meeting?
- Expect that many people you contact will decline. Keep asking politely. You can also organise to have a beer/coffee/lunch with the Prospective and the nominating member and one or two others if they're hesitant in initially coming to a group event.
- Run a new members event more than just the once, as often as needs be to cater for the busy schedules of your prospective members (don't want to talk about the one that got away).
- Minimise alcohol consumption and rowdy/loud behaviour at the event, remembering first impressions last.
- If you meet in a venue, then the Club should consider beforehand if it will pay for the guests' meals. Be clear on how that will occur.
- Focus on what Apex does for personal development, learning meeting procedure, public speaking, etc and for the local community, instead of the obligations on members to attend meetings, service work etc.
- Keep the club members focused on goal, which is to attract new members. Have a stern word to any problem members before the event.
- Focus on how important your families are to Apex.

DON'T:

- Run a bad meeting or event (be organised and be early). You have a very limited opportunity to attract a new member. Essentially, don't let poor organising blow it!
- Meet in a private home or residence. Try meeting in public or support your local. Perhaps in a local (Apex?) Park if needs be.
- Expect any non-personal invitations to work. Email, sms, social media are great follow-ups but your first contact must be personal, by phone, or even better, face-to-face (hard to say no then! - remember it worked on most of us).

The 20 for 20 Program is a major sub-committee initiative of the National Board. Every Apex member is being asked to do their bit to help our Association grow and expand. New members are the lifeblood of our Association. Who can you invite to join the best community service organisation in Australia?