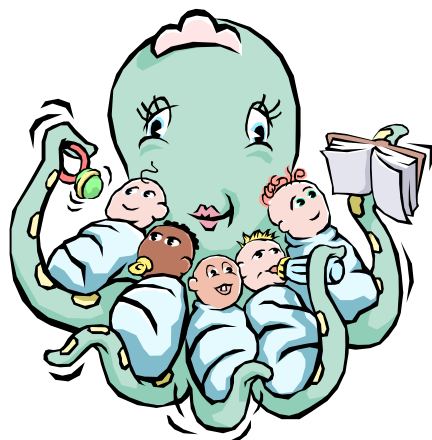




# Club Membership Director Guide



# GUIDE TO CLUB MEMBERSHIP DIRECTOR

## MISSION STATEMENT

To be the most sought after Service Club in my community.

## BRIEF

This is designed to assist you in your role as Club Membership Director. It does not pretend to provide all the answers or all the ideas; but it is a guide to better enable you to expand on the suggestions contained within.

**Your Challenge...** is to “encourage and motivate” your Club members into being continually conscious of the need to “Introduce” new members to Apex and to retain existing members. The future of every Club of our Association is entirely dependent upon a positive growth in Apex membership - both in terms of quality and quantity.

**Your Job...** is NOT to try to do it all yourself - you are a team leader! Your job is to plan and implement a “Continuing” program based upon the goals you have established for your Club. With your goal, a plan and a program of action based on the combined needs of your Club members and the needs of your community; along with the continued co-operation of your members, your job will be rewarding!

## MEETING THE NEEDS OF THE COMMUNITY AND MEETING THE NEEDS OF OUR MEMBERS IS THE REAL BASE AND TRUE DEDICATION OF A WINNING APEX CLUB.

To be a successful it is important to continue to ask ourselves:

Are we meeting the needs of our community?  
Are we meeting the needs of our members?

**When do you start?** You start NOW...as you read this guide... so that you are fully prepared when you take office at the Club Handover Dinner - don't wait until you're a couple of months into your Apex Year. Be ready from day one. Once you've read this guide, set up your plans and objectives and set time aside with your Club President to ensure together you will be a winning team!

## PLANNING

Together with the planning process it is important to look at what makes a “Winning Apex Club”. To enable us to attract members, it is important to ensure that we have the “Base Right”. As the Membership Director, you play a vital role in conjunction with your Club President and other Club Board

members to ensure that we do have a winning Apex Club, one that members are proud of and one that they are more than happy to talk about and share with other members of our community!

Meeting the needs of our members: Recent surveys have shown that Apexians consistently join Apex for three principal reasons -

to make new friends, and increase their social life;  
to get personal development;  
to be of service to the community.

The emphasis on each of the above varies from member to member, indeed many of us would recognise that our needs from Apex change over time.

How can we help each other achieve our individual aims?  
By ensuring that our Apex Club is successful!

What makes a winning Apex Club? Consistently Apexians identify the ingredients of a successful Club as being:

- Good Club Meetings (variety/well planned/well run/a night to remember)
- Good Service Work (worthwhile and meaningful/well planned)
- Good Socials (regular program/fun/inexpensive)
- Family Involvement
- Having written goals and plans
- Good Club Newsletter
- Variety and fun
- High Standards
- A balanced program
- Fellowship

Yes, these are key issues for you as the Club Membership Director, ie. the purpose of recruitment and retention.

## **PLAN**

1. Assess and analyse your current membership from data available from the Computer Membership List
2. In conjunction with your President, set goals, targets and establish a full program of implementation for the year (see below)
3. Work closely with your other Club Directors.

## The Marketing of Apex Membership - what does the product offer?

- A Club where men/women and their partners can make life long friends.
- A Club whose members willingly help people less fortunate than themselves.
- A Club that respects a person for what they are regardless of colour, race, creed or background.
- A Club that is proudly Australian in its origin and operation.
- A Club that “provided a means of forming enduring friendships, rendering altruistic service and building better communities”.
- A Club that “breeds” community awareness and community leadership.

***APEX IS A PRODUCT THAT WE ARE ALL PROUD OF...  
....LET'S NOT EVER SELL IT SHORT!***

**Setting the target...** As mentioned previously, assess your current membership from the data available and plan your target and program.

Example:

Target:.....	25
Ages:	
Under 25's.....	3
25-29.....	4
30-34.....	5
35-39.....	4
40-44.....	3
Last Apex Year....	3
Total.....	22

Analysis immediately indicates that three new members are needed to replace natural retirements at 45. ***“RETIRING MEMBERS REPLACE YOURSELF”***. This does not include resignations, transfers or other natural losses and does not include your programmed increase to 25 for the year. Therefore, a growth of at least six new members is required for the next year.

This next section sets out a number of ideas to assist you and your club members.

***TO GAIN....WE INTRODUCE, INSTRUCT, AND INDUCT.  
TO RETAIN....WE INVOLVE, INTEREST AND INFORM.***

If you want further help, guidance or information, remember there are members at all levels (District, State, National) of the Association keen to assist. Make use of them for membership nights. State Education days, seminars etc.

This guide is a book of **WORDS**. Your portfolio is one demanding **ACTION**.

## FUNCTIONS

**Recruitment:** Assuming that your Club is on the way to being successful ie: a great place a guest would want to come back to, we are ready to start recruiting.

“Why invite someone to Apex?” This is the first question we have to answer. Most common answers are: “Friendship”, “to give someone else the chance to get what I have gained”, “to help the community”.

There are very few people who would not benefit from what Apex has to offer!

**Inviting people we know:** 80-90% of members join....because someone they know invites them along! This is where your encouragement and support plays a vital role within your Club, when an Apexian brings along a prospective member.

**Opportunities:** Every club meeting, every social and every service/citizenship project “should” always be an opportunity to bring a prospective member along, if they’re not, as Membership Director, you might well ask why not? The club meeting tends to be our first introduction to Apex, as the Membership Director it is important that you work in conjunction with your Club President and Programs Director that “EVERY” Club Meeting is a membership night. Some club’s meetings “leave a little to be desired !” so why not invite prospective members to join you on one of the social occasions or service events first.

1. Apex Triangle Clubs - This is a good fun method of encouraging all your Club members in gaining membership and help develop healthy competition, simply by dividing all your Club members into teams of “3” with the goal of gaining “2” new members you will generate good team support and a specific, attainable goal. This also provides good avenues for members to support each other in a common goal. Be sure to introduce rewards along the way for example, a free dinner to the teams who reach their goal etc.
2. Organising Drives - Usually culminating in a Bring a Mate Night. Getting names at a general meeting and follow up with a phoning campaign and through the club newsletter to ensure the members invite their guests.
3. Mailing Campaigns - Some Clubs find that a personal letter to a prospect or business firms help to bring in a good cross section of prospective members. (See example at end of this guide)
4. Pledge System - The credit system is with us in business and money raising. It works in these areas, so why not use it to obtain members. Prepare pledge cards (IOU - a member) or “I promise to bring a guest to the Apex Club of .....by (date)”. Treat this seriously....ask the general membership to back their pledges in writing by signing the pledge card. You will be surprised how it brings results and keeps the members, membership conscious. Then collect on the pledges as the year progresses.

5. Team System - Many Clubs find two or more teams within the Club competing to bring in the most members, successful. The team that brings in the most members quarterly, half yearly or annually wins a previously determined prize. It could be a steak-bean dinner. (The winning team gets steak at the next meeting - the losing team gets the beans!)
6. Challenge - Challenge another Club with comparable membership to a membership goal by a certain date. Figure a prize that the losing Club must provide that would also turn into a fun interclub.
7. Special Award for members who bring in three members within the Apex Year. An Apex lapel pin and certificate could be awarded.
8. Sponsor Tabs - for each new member brought in to go on sponsor's name badge, keeping all members aware of our expanding organisation.
9. Follow-up - The Membership Director or committee must receive the prospective member's phone number in between meetings so they will receive a copy of the club newsletter straight away. The sponsor should also be contacted to write a short biography for that first club newsletter. This will show the prospective member that we are interested in them and want to see them again. See sample letter A at the end of this guide. It provides a vehicle for follow-up to prospects who have attended a meeting. Surveys show that one of the main reasons for a prospect not joining is due to lack of such follow-up by the Club. Additional enclosures such as "The Apexian" or the club's last Annual Report are also useful.

**Inviting people we haven't yet met:** Methods range from contacting new residents (a group more likely than many others to readily see the benefits of joining Apex) to contacting local businesses, asking community leaders for names of people to approach.

**Membership Drives:** These are best done in conjunction with a specific and very public community project such as some of these examples as supplied by Apexians during a training seminar as successful activities.

Australia Day Breakfast	Australia Day Celebrations
School Fetes	Street Stalls
Mayor's Fun Day	Carnivals
Christmas Celebrations	Sausage Sizzle - Bus Depot/ Train
Rodeo	Stn etc
Fun Run	Regatta
Easter Parade	Show Days
School Open Days - Career Days	Shopping Centre/Mall/Main Street
Clean Up Australia Day	Community Festivals
Carols by Candlelight	

Organise community awareness public promotions and meetings on relevant issues such as Family Protection, Child Abuse, OPR, Testicular Cancer, other

topics of State/National Service Schemes and perhaps even more direct local issues affecting your community.

#### OPPORTUNITIES:

Target your areas: Make a list - just to name a few

Youth Groups

Neighbours

Work Mates

Football/Netball Clubs

List of local industry

Scouts/Venturers

Schools - Teachers/Parents

Police

Our partners - can be one of greatest assets we have in gaining new members. They may be more involved in the local community - work & social contacts

#### **Something Different:**

Advertise - run an add in your local paper - it's worked before!

Colouring competition for your local primary school.

#### **Using the Skills of Apex:**

Provide the service, create the opportunity.

Your Apex Club members have skills other community groups are crying out for. Provide training sessions for these groups, make the contact eg:

- How to run a meeting
- Planning
- Organisation skills
- Keeping Records
- Leadership skills
- Fundraising
- Publicity etc

MEMBERSHIP INITIATIVES ARE ONLY LIMITED BY OUR IMAGINATION. WE NEED TO LET OUR THINKING AFFECT THE LIMITATIONS OF OUR ENVIRONMENT, NOT THE LIMITATIONS OF OUR ENVIRONMENT AFFECT OUR THINKING

#### MEMBERSHIP EDUCATION FOR EXISTING MEMBERS

It is true...many members, new and even some old ones do not really know how to go about bringing in a new member. Education is an important function of your portfolio. What we have already covered and the following information should be passed onto all members through your club newsletter, at meetings, one on one, perhaps even a training session - "getting and keeping members". Use the Association's Trainers, or perhaps a Life Member with skills in this area. As a resourceful Membership Director, seek out a suitable presenter to run a workshop on membership for your Club.

Some Methods are as follows:

## **HOW TO CHANGE A PROSPECT INTO A GUEST**

1. Invite them as a guest at least one week ahead of time.
2. Tell them briefly what Apex is and advise that the event will give them a chance to learn how a service Club operates.
3. Sell Apex - it has been said that Apex sells itself. This may well be true to members and even guests, but it can't sell itself to people who have not yet attended an Apex event. Be enthusiastic. Let your prospect know how YOU feel about Apex. Let them learn through you, how rewarding fellowship through service can be. Sell the successes of Apex, but sell also the work as well as the fun.

## **HOW TO TREAT THE GUEST**

1. Arrange to either pick them up on the night/day of the event, or to meet them somewhere. Meet them outside the meeting place if necessary, but DON'T have them walk in cold. Remember your first Apex event. Put yourself in their shoes.
2. Let them know what to expect at that event. Tell them what the general procedures are. Get them a guest name sticker. Keep them informed as to what is going on.
3. Introduce them properly. If you and your guest get to the function early, you will be able to introduce them to a few more members as they arrive, rather than a sudden flood of faces and names. Then, introduce them properly at an appropriate time, giving enough background information to interest the membership.
4. DON'T ever leave your guest alone during this first introduction to Apex.

## **PERSONAL FOLLOW-UP**

1. Invite your guest back to the next Apex function, club meeting, service work or social party.
2. Phone them a few days before the said function to remind them and offer to pick them up.
3. Tell them more about Apex and invite questions and opinions.

## **JOINING PROCEDURE**

1. Bring the guest to their first club meeting. Note, it is recommend that this may be after they have already attended a club social or service function.
2. Have their intent to join, publicised in the next club newsletter and proposed at the next board meeting.
3. Bring guest to second meeting.
4. Motion for acceptance at the next board meeting, and if accepted -
- 5.** Welcomed to third meeting and inducted as a full member. Their member's badge and new members kit (to be ordered from Apex Supplies) should be presented at the induction ceremony and the sponsor should receive acknowledgment from the President.

## **MEMBERSHIP MATERIAL AND SUPPLIES**



Apex Supplies maintains an upto date supply of current membership brochures with a number of varieties to suit all needs including posters suitable for displays and presentations. Other material available includes New Members Kits, New Members Guide and VIP Kits including video. Please check out their web site at [www.apexsupplies.com.au](http://www.apexsupplies.com.au) for all details.

Your DG and members of your State Committee are also in possession of many membership ideas and materials - simply give them a call. Each club should also have received three copies of the current State Training manual - ask your Club President for a copy and have a read of the membership section contained within.

## **RETENTION**

Retention is a very real issue to all Apex Clubs. The answer is really no secret - it is involvement, we lose many new members simply because they are not involved or do not understand our Apex. When new members become involved and start to participate in a variety of activities, they become more secure in their Apex and really start to feel as if they are a very important part of their Apex Club, after all, just like you and me, they too own an Apex Club.

Being a very important part of your Apex Club or any other organisation for that matter will foster and generate a real desire of ownership, commitment and an ongoing desire and need to be part of the team. This effect dominates a willingness to participate and create a healthy atmosphere for growth and effectiveness in developing and maintaining a "Winning Apex Club".

Understanding Apex has often been a difficult and frustrating task for new members, one which has cost us greatly in membership over the years. Learning about Apex should be a very positive and rewarding exercise and one that should be made as simple as possible.

The VIP AWARD PROGRAM provides you with the tools of trade to assist your new member understand more readily and easily how our organisation works. It also provides a program of involvement and participation with attainable goals to assist new members not only to understand Apex but also avenues of participation.

Full details of the VIP program are available from Apex Supplies - if your club does not have a copy, arrange to get one today. It is a most useful tool to assist with the retention of new members.

## **DEALING WITH LEAVE OF ABSENCE, RESIGNATIONS AND TRANSFERS**

Leave of Absence and Resignations - It is the membership committee's function to ensure that all applications for leave of absence and letters of

resignation are justified and not due to a personal beef or complaint that can be straightened out. Misunderstandings arise between the best of Apexians but none that cannot be resolved with a little intelligent discussion. Perhaps one last friendly chat about their Apex membership may change their mind !

Transfer Forms - Ensure that all members transferring out of the Club receive a transfer letter. The Club secretary must forward the other copy to the member's new Club for follow-up. Keep a good supply of transfer letters on hand. More can be obtained from Apex Supplies.

The member leaving could be given a Club Banner or some other token to be presented to their new Club.

It is also the function of the Membership Committee or Director to welcome (sometimes contact) the member transferring in. A member involved with the moving of their family and often their job, has very little time to and usually does not know anyone from the new Club. They can find it easy to put off going out to an Apex meeting for these and other reasons. The Membership Director can often really welcome the transferee by arranging a visit by a few members and their partners. Some Clubs even deliver a welcome package to the transferees home containing maps, information on local schools, churches, stores and sites of local interest. Some people call this Apex Fellowship.

To summarise - with REASON, PLANNING AND APEX EDUCATION AND RETENTION, a lot of young people out there in the community who deserve a chance to belong to Australia's finest service Club - will belong if we go out and ask them to.

If you are wishing to form a new Club, an extensive guide on "How to form a new Club" is available now from National Office, your DG or State Committee.

## **SAMPLE LETTER “A”**

Dear.....

The members of the Apex Club of .....were pleased to have you as their guest at their last meeting. It is hoped that through this meeting you have gained some insight into the efforts of Apexians and the meaning of Apex.

You may be asking yourself “What can Apex do for me?” I think the answer lies in our objectives and ideals - “the ideal of this Association is to provide a means of forming enduring friendships, rendering altruistic service and building better communities.” One of the greatest opportunities Apex offers is to be able to "Grow, Learn, Make Friends and Have fun while helping others."

Apex membership does involve giving some of your time. One side of our Triangular Apex Badge represents our symbol of service - service by giving of your time to the community. In this regard, members of this club are involved in various projects in the field of service and fundraising, during which we all manage to have a whole lot of fun while helping others. Separate committees usually control each project and it is suggested that each member join one of these so that they too enjoy the Apex experience.

The enclosed Annual Report outlines the activities of our Club. From reading it, you will realise the scope and accomplishments of the organisation you may be proposing to join.

In welcoming you to Apex, it is my sincere hope you find belonging a rewarding and gratifying experience.

Yours in Apex,

Apex Club of .....  
President.

Enc: Club Annual Report

## SAMPLE LETTER "B"

Dear.....

We are writing to acquaint you with our Club, the Apex Club of ....., and extend an invitation to the young people of your firm to join our organisation.

Apex as you may know, is an all Australian service organisation founded in 1930, comprising 500 clubs across Australia with a total membership of 5,000. Membership is open to young men and women between the ages of 18 and 45.

An indication of our continuing service work is the recent (*insert state or national project ie. Apex House at the RCH and what was achieved*). On a local level, the Apex Club of .....has aided our community through .....

The mission of Apex is for it's members to "Grow, Learn, Make Friends and Have fun while helping others." This is accomplished in our Club through regular social and service events and also through holding regular club meetings which may involve guest speakers or tours, will follow meeting procedures and assist members in learning to run meetings, chair projects and also provides the opportunity of fellowship through association with Club members, in other fields of endeavour. In addition, Apexians, through participation at our meetings are encouraged to voice their opinions and to think quickly on their feet.

The Apex Club of ..... has played an important role in our community since ....., and in doing so has also educated and provided valuable personal development to it's members. We look forward to perhaps welcoming some of your employees to our group.

Thank you for your co-operation and interest. For further information, please feel free to contact .....

Sincerely,

Apex Club of .....

President.

## SAMPLE LETTER "C"

Date

-  
-

Dear .....

You have been recommended by one of our members as being an ambitious young man/woman who might qualify to join our organisation. As you probably know, Apex is an Association with a proud history of service to its country, local communities and its members. Some of the local Club projects which our members have undertaken are as follows:

- Insert your own club projects here

We offer you this opportunity of acquainting yourself with the activities of a local service Club and a group of young men/women of your own age, character and ambition. The Apex Club of ..... meets twice monthly, and in between holds social and service events incorporating partners and families.

You will be contacted this week by one of our members to invite you to a .....*insert details of the Club event eg: service, social or Club meeting* of Australia's only home grown Service Club. I know I speak for all Apexians from coast to coast, when I extend to you a warm welcome.

Yours truly,

Apex Club of .....  
President

## SAMPLE LETTER "D"

Dear \_\_\_\_\_,

Some time has passed since we had the pleasure of your company at one of our Club meetings. Having been a member of our Club for ..... years we're sure you are aware of the benefit of attending not only Club meetings but our many other Club social and service activities. Our aim has always been to have fun while helping others - and still is!

....., we are a little concerned that you have not been able to attend Club functions for some time, so wish to enquire if there is anything we can do which may help to make it possible for you to again actively participate in our Club.

We look forward to your comments - please feel free to either write to us or if you prefer please ring either .....Club President on ..... or ..... Club Secretary on .....

Sincerely,

Apex Club of .....  
President.

# SAMPLE

## ASSOCIATION OF APEX CLUBS PROSPECTIVE MEMBER LEAD FORM

Applicant's name.....

Address.....Town.....

Post Code ..... Age .....

Phone number..... Fax number .....

E-mail ..... address

.....

Partner's name .....

Employed by.....

Address.....Town.....

Post Code ..... Business Phone Number.....

Fax ..... E-mail ..... address

.....

Remarks.....

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### TO BE USED BY THE MEMBERSHIP DIRECTOR

1. Has the above prospective member been contacted Yes ( )

No ( )

2. Use the other side for your remarks.

## 20 QUESTIONS

1. What is the name of your next door neighbour to your left?.....
2. What is the name of your next door neighbour to your right?.....
3. What is your brother's/sister's name?.....
4. What is your cousin's name?.....
5. What is your lawyer's name?.....
6. What is your doctor's name?.....
7. What is your dentist's name? .....
8. What is your barber/hairdresser's name?.....
9. What is the name of the person who you buy your petrol from? .....
10. What is your life insurance agent's name?.....
11. Do you know a teacher? His/her name is .....
12. What is your employer's name? .....
13. What is the name of a fellow employee? .....
14. Name people who work for you .....
15. Name the spouse of one of your male/female employees.....
16. Name a business competitor .....
17. Name your finance company manager .....
18. What is your Bank Manager's name? .....
19. Who was the best man/bridesmaid at your wedding? .....
20. Name someone who moved into your area in the last six months or who you just met in the last six months.....

Now - *Circle those names who are not yet Apexians and who are between the ages of 18 and 45.*

Now - *Phone and invite those circled to the next Apex event, explaining that it is a function for guests, that it will give them a chance to socialise with some young people of their own age and a chance to learn a little about Apex.*

