

Recruitment Strategies

Some clubs have developed a membership or recruitment strategy, which clearly sets out how the club will target new members and what the costs are likely to be. Whilst some member recruitment happens of its own accord, it's often worthwhile to create a more pro-active plan to attract new members and particularly those that are not currently catered for.

A useful starting point is to discover how your existing members found out about the club. Knowing this information will help you decide where best to focus your future recruitment efforts, either because that route works well, or because you've identified a gap in your publicity. Some of these may include: bring a friend" open day/night, leaflet, poster, flyer or press release, club website etc.

It is also important to consider things such as: the selection and screening of members, the orientation process for new members, the process of coaching, training and developing members, the process around recognising the contribution of members.

One of the club's first points of contact for new members could be the local schools. A club should be able to make a strong case for developing links with the local school as there are many benefits to be gained by both the school and the club. In order to assist in the provision of additional sporting opportunities clubs are encouraged to make contact with their local schools. By making contact, the club can identify the gaps in school provision and also identify how the club and school can work together to complement the school sports programme and fill the gaps.

Recruitment Strategy (Template):

The purpose for this strategy is to increase the members at said Club in the areas of both junior and senior level. In doing so it is hoped that there will be a positive impact on other areas of the club e.g. more skilled and fit members, higher profile for the club which will help in securing sponsorship etc... and also more parent helpers which could be potential committee members.

Strategy for Junior Members: Action Plan

Assess current club programme to identify if there are any new trends/strategies that could be introduced.
Create flyers to put up at relevant venues promoting junior part of the club.

Create information packs that can be sent out to people when they inquire about junior program.

Target all local Primary Schools for possible new recruits by:

- 1) Putting a notice in the news letter
- 2) Putting up flyers around the school
- 3) Providing information packs for children to take home.

Make sure we provide a quality junior program.

Proposed Outcome

*Ensure the club/group is delivering relevant programmes that will ensure a regular stream of new members.
Make people aware of our junior program and how to contact us.*

Give them all the necessary information about juniors and the opportunity to get involved (join the club) straight away.

Parents will inquire about our junior program for their children and then join.

Form a lasting relationship with the schools so we can use them to promote our program in the future.

Parents will hear about how good our program is and want to be part of it. It may also bring members from other clubs where the junior program is not as strong.

Contact newspapers and see if they will do an article on the junior program.

Make people aware of our program and how to get involved.

Regularly survey club members, including those that do not return from the previous season

Identify what the members like about the club programmes, what needs to be changed. Investigate reasons for club member's non return. Identify what can be done to prevent further member loose.

Strategy for Seniors Members: Action Plan

Proposed Outcome

Assess current club programme to identify if are there any new trends/strategies that could be introduced.
Create Flyers to put up at relevant venues promoting club

*Ensure the club/group is delivering relevant programmes that will ensure a regular stream of new members.
Make people aware of our club and how to contact us*

Create information packs that can be sent out to people when they inquire about the club

Give them all the necessary information about club and how to join

Target all local Secondary Schools for possible new recruits by:

*Students will inquire about the club and then join
Will contribute to building a strong club
Will start to build expectation for members to be actively involved in the club*

- 1) Contacting the head of P.E and targeting sports minded people
- 2) Putting a notice around the school
- 3) Giving them info packs to give out at school
- 4) Conducting presentations at lunch times within the School

Make sure we provide regular quality training sessions.

*People will hear about how good our programme is and want to be part of it, moving from other clubs to do so.
Will contribute to building a strong sports club.
Stop members moving to other clubs.
Will develop members into role models for junior members.*

Regularly survey club members, including those that do not return from the previous season

Identify what the members like about the club programmes, what needs to be changed. Investigate reasons for club member's non return. Identify what can be done to prevent further member loose.

Your club might be trying to attract younger people to do some coaching or officiating. Have you thought that they might have different motives for getting involved? Younger people may see this as a means of earning some pocket money, a way of learning more about the sport or a means of improving their knowledge of rules for when they are playing.

