 **D2 Guide to Membership Involvement** 

With an emphasis on New Members

Now that students who graduate from ABC3 automatically become USPS members, assuming the SEO has checked the appropriate box on HQ800, it’s vital to get them involved in the squadron before their free membership expires within six months. Organize good events to attract them. This Guide gives **very basic** suggestions for this in the hope that your members will bring their own personality and creativity to the task.

**Ask your most charismatic members to be on the Membership team.**

**The Goal**: To get new members INVOLVED

**How?** Call new members MONTHLY (if you get voicemail, call until you reach them)

Emailing is good for information, but not for bonding

Ask the commander to call new members from time to time

Invite them to your Executive Committee meeting

**Script:** Welcome to the squadron. What is your interest in USPS?

Boating? Power or Sail? Information? Instruction? To meet people?

Can you suggest activities we should be offering? What event would your family enjoy?

Are there any classes are you interested in? GPS? Piloting? Could you help teach?

Would you create a flyer? Could you maintain our Facebook page?

Would you help with an event? Would you take members out on your boat?

Would your children help with our children’s program?

Do you have friends who are boaters who we could invite to . . . . ?

We’re looking for a speaker for next month – do you have any ideas?

Our next event is . . . . . . can we meet to go there together? Would you like to bring anyone?

We need someone to pick up the . . . . would you be able to do this?

We would like to start a group to do . . . . . can you have coffee to discuss this with a few of us?

We’re looking for a venue for our summer picnic, do you have any ideas?

**Follow up** on all suggestions of help from the new member.

If s/he asks for information, make sure you give it to her, at the time or later.

*(One of our new members said his wife would come to an event if we offered Cosmopolitan cocktails. . . at the holiday party we called him to announce they were on the menu!)*

**Bottom line: It’s best to have a few spectacular events than many smaller, poorly attended events so concentrate on something wonderful. . . . and then ‘sell’ it to the new members. The above plan can be used to energize your current less active members.**

*Submitted by D/C Susan Ryan, JN*