



## 2016 MEMBERSHIP PRIMER ON “WHAT WORKS”

The purpose of this primer is to set out the various activities currently being undertaken by GBA member associations that are deemed to help in attracting new members and retaining existing members.

Type of Activity	Description – Why it Works		
<b>POLITICAL</b> ➤ Local Threats/Issues, i.e. Development ➤ Municipal Councilor(s), Mayor/Reeve – information on how to vote at elections	<b>ASSOCIATIONS AS RATEPAYER ORGANIZATIONS</b> ➤ Action on these focuses attention on the value of membership ➤ Strong relationships with municipality reinforces political value of association and ratepayers function		
<b>COMMUNITY/ACTIVITIES:</b> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;">           ➤ Arts and crafts            ➤ Church            ➤ Day camp            ➤ Native plant guide            ➤ Poker Run         </td> <td style="width: 50%; vertical-align: top;">           ➤ Regatta            ➤ Rock walks/picnics            ➤ Sailing camp            ➤ Tennis, Yoga &amp; other Recreation         </td> </tr> </table>	➤ Arts and crafts ➤ Church ➤ Day camp ➤ Native plant guide ➤ Poker Run	➤ Regatta ➤ Rock walks/picnics ➤ Sailing camp ➤ Tennis, Yoga & other Recreation	<b>AT COMMUNITY CENTRE OR OTHER FOCAL POINT</b>  Providing as many activities as possible that appeal to a wide range of potential interests amongst members and potential members to encourage them to join/stay in the association. If you have a Community Centre a Lending Library is also popular.
➤ Arts and crafts ➤ Church ➤ Day camp ➤ Native plant guide ➤ Poker Run	➤ Regatta ➤ Rock walks/picnics ➤ Sailing camp ➤ Tennis, Yoga & other Recreation		
<b>GOVERNANCE/ADMINISTRATION</b> ➤ Annual General Meeting (AGM) in summer ➤ PayPal for dues collection with discount ➤ Welcome package for new members	<b>MAKE SURE YOU HAVE GOOD PRACTISES IN PLACE</b> ➤ Important that members feel they can provide input ➤ Many younger members (+ potential) do not use cheques ➤ Important to provide plenty of information to sell membership		
<b>SOCIAL</b> ➤ AGM includes dinner/lunch ➤ Other social events	<b>CREATING A SENSE OF FUN AND CONNECTING PEOPLE</b> Organizing as many social events as appropriate reinforces the sense of community and engagement with directors etc.		
<b>ENVIRONMENT</b> ➤ Environmental Day - Education events ➤ Local environmental clean-up activities ➤ Phragmites removal ➤ Water Quality testing	<b>INVOLVE NON DIRECTORS ON ENVIRONMENT COMMITTEE</b> Most members and potential members will list environmental issues as being their most important Georgian Bay issues. Therefore it is important to ensure that the association is fully engaged on as many fronts as possible and seen to be engaged/active.		
<b>COMMUNICATIONS</b> ➤ Application/Renewal forms ➤ Brochure + Other hand-outs ➤ Members’ Directory ➤ Newsletters & emails ➤ Website & Facebook page etc.	<b>STRONG FOCUS IMPORTANT, DEDICATED DIRECTOR</b> The quality and consistency of all communications is important as it creates the right impression with members and potential members. Keep members fully informed and regularly updated. Use of digital communication and digital versions of forms becoming increasingly popular.		
<b>OTHER</b> ➤ Dock-to-Dock/Neighbour to Neighbour ➤ Map of the community that has identification information for each site including GPS coordinates and 911 information ➤ Real Estate Agents – membership fee subsidy ➤ Surveys ➤ Winter patrol & Fire Pump locations	➤ Get help from directors and members to increase membership ➤ This is important for health and safety reasons, including emergency medical situations and fighting fires.  ➤ Persuade them to buy/subsidize one year’s membership for each new neighbor – has been done effectively ➤ A great way to get input/engagement from/for members ➤ Safety and Security are important issues for most members		