

VIEW National Office

MEMORANDUM

To: All VIEW Clubs
From: National President
Date: 18 April 2018
Re: A guide to Strengthening Membership



On behalf of the VIEW Executive, I am pleased to share with you our new “**Attract and Retain members – A guide to Strengthening Membership**” to assist you all in strengthening your club’s membership.

Every club needs new members in order to be vibrant and active. New members introduce new ideas, bring fresh perspectives and extend your club’s reach in the community.

Please share this guide (which is also available on the website under the Resources section) with your committee and club members and decide which activities are best suited to your area. I encourage your club to try something new. There are some great ideas and activities. This guide also contains our VIEW key messages, ideas for attracting younger members and encourages you to talk to others about the many benefits of VIEW.

We know that you may have other innovative ways that you attract and retain your members as well as ideas and activities. We would like to hear from you and your club so that we can share these ideas with others. Send your comments to view@thesmithfamily.com.au.

Everyone’s Opinion counts -

Member survey

The member satisfaction survey is designed to inform you about what your club members like most about your club and what they believe could be improved.

At least every two years ask members to complete the survey by:

- Emailing the survey to members and provide contact person’s email for return of surveys by given date. The contact person could be a club member who would forward all completed surveys to committee members after the closing date. OR
- Providing hard copies of the survey for members to take home and return the completed document at the following meeting.

Exit survey

Ask departing members to complete the exit survey to help VIEW prevent such resignations in the future. Often, a personal conversation between the exiting member and a member she trusts can bring out additional information that is beneficial for club planning.

Questions

If you have any questions or concerns please contact your National or Zone Councillor who can provide you with support.

Jan Roberts
National President