



# Develop and Maintain

A GUIDE TO ESTABLISHING A VIEW CLUB

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## EIGHT STEPS TO STARTING A VIEW CLUB

- |   |  |
|---|--|
| Determine area for the New Club                   | <ul style="list-style-type: none"><li>• Look for opportunities to start new VIEW clubs</li><li>• Explore suitability/sustainability in the area</li><li>• Contact the National and Zone Councillors to seek their thoughts on starting a club in the intended area</li></ul> |
| Get Organised                                     | <ul style="list-style-type: none"><li>• Ask existing VIEW members to assist and support</li></ul>  |
| Make a Communication Plan                         | <ul style="list-style-type: none"><li>• Tailor your message to your audience. Identify communication channels</li><li>• Use the media release to publicise meeting dates in local press</li></ul>  |
| Hold Interest Meetings                            | <ul style="list-style-type: none"><li>• Plan your agenda and prepare your materials</li><li>• Invite prospective members</li><li>• Market interest meetings through traditional and social media</li></ul>   |
| Recruit Initial Members                           | <ul style="list-style-type: none"><li>• Continue to invite prospective members</li></ul>   |
| Hold Formation Meeting                            | <ul style="list-style-type: none"><li>• Reach a total of at least 25 new to VIEW members.</li><li>• Choose Club Committee</li><li>• Confirm a club name, meeting location, date and time</li></ul>   |
| Celebrate the Inauguration and Publicise the Club | <ul style="list-style-type: none"><li>• Celebrate the inauguration of the new club</li></ul>   |
| Continue Developing the New Club                  | <ul style="list-style-type: none"><li>• Continue to invite new members</li><li>• Support Committee and members as they learn about VIEW</li></ul>  |

We are constantly looking for opportunities to increase our membership as well as exploring new areas – this is why we need many more women like you! Thank you for making this happen. For more ways to attract new members please reference [Attract and Retain Members – a guide to strengthening membership](#) – available on VIEW website - view.org.au.

# WHY START A VIEW CLUB?

The creation of another VIEW Club is a special event. It gives more women access to the benefits of VIEW - something that we know will enrich their lives.

By forming a new VIEW club, you can:

- Engage with the community
- Make an impact on the lives of others
- Connect with women in the area as well as around/throughout Australia
- Increase the diversity of the clubs in your area
- Meet women in the area and hear their ideas

This guide describes the process of establishing a new club, from the initial idea to the inaugural celebration and beyond.



“The more Clubs we have the more friends we have and the more support we can give to disadvantaged children’s education.. they’re our future.”

Lorraine Montgomery  
Past National President 2012-13

# WHAT YOU'LL NEED TO START

## A CORE DEVELOPMENT TEAM

A core group of interested women with commitment and experience - current or past Senior Officers, local members, to form the new club Development Team.

The Development Team members champion the potential new club effort from start to finish and may continue their involvement after the club forms to assist in its success in its first years.

## INITIAL MEMBERS

*The minimum number of members to start a club is 25 members.*

The greater number of members a club starts with, the more likely it is to succeed. Increasing the number of initial members by just five significantly assists in the sustainability of the club.

***If there are insufficient members to start a new VIEW club, consider linking with another local VIEW club with the goal of forming a new VIEW club once you have at least 25 members.***

## STARTING A SUSTAINABLE VIEW CLUB

The following steps make up the basic process to form a sustainable, successful new club. Adapt them as required so that they're relevant and appropriate for your community.

### IDENTIFY A LOCALITY FOR THE NEW CLUB

Locations for new VIEW clubs can be identified and suggested by the Development Team, National/Zone Councillors or VIEW members. The Development Team refers the proposal to the VIEW National Manager for approval to proceed.

The VIEW National Manager is to be informed of any proposed development. ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au))

Geography and proximity to an existing Club network is carefully considered along with proximity to the nearest or potential Smith Family office.

Start by looking at a map of your area. Make a list of communities that could benefit from having a new club. Use VIEW's website "Find a Club" at [view.org.au](http://view.org.au). Mark the locations of the existing clubs in the area, and see what patterns emerge.

A local VIEW contact in any new area or region who has knowledge of the suburb and its demographics, is a valuable asset.



*Establishment of each new VIEW club varies depending on location, proximity to other VIEW clubs and resources available.*

Obtain relevant statistics for the area being considered from the Australian Bureau of Statistics [www.abs.gov.au](http://www.abs.gov.au) or the Local Government website. **In general, look for:**

- A population of at least 2,000-5,000 (This number could vary by region.)
- Financial demographic of women in the area
- Early retirees and professional women
- Other service and community organisations
- Existing VIEW activity

Once the location of a potential VIEW club has been identified the **New Club Development Business Plan and proposed budget** needs to be completed and submitted to VIEW National Manager ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)) for authorisation prior to actioning any further plans.

Once authorised, the process then has three significant steps:

- ① Interest Meetings
- ② Formation Meeting
- ③ Inaugural Function

The format for these next steps appears later in this document.

## GET ORGANISED

Once an area for the new VIEW club has been identified, bring together the key people to discuss their roles and responsibilities. Let other VIEW clubs in the area or close by know you would like to start a club in the area and get their support.

## IDENTIFY SUPPORTERS

Starting a club is a large endeavour and should be undertaken by several dedicated people. The main players are:

- VIEW National Manager - approves the new club **Development Business Plan and proposed budget**
- The Development Team, which may include the National/Zone Councillor, identifies opportunities to start a new club in the Area, plans and implements the new club strategy, guides club during their first two years, trains new Club Committee and motivates new club and supports their growth and development
- The Smith Family office in the area or local Smith Family Retail store (in NSW & ACT only) - can assist with promoting the work that VIEW does in support of The Smith Family and share its commitment to providing long-term educational support for disadvantaged students and young people.

If you find that starting a new VIEW club isn't going to be feasible, consider an alternative, such as encouraging the members to join the nearest VIEW club.

## DRAW UP A COMMUNICATION PLAN TO SPREAD THE NEWS ABOUT THE PROSPECTIVE CLUB

Create a clear, simple message that communicates what you're offering and how prospective members would benefit. Use media release template (See attached template – [Appendix 2](#))

Promotional resources are available from VIEW National Office (brochures, posters, wallet cards, VIEW Matters magazines, The Smith Family *Real People Real Stories* etc). Any dedicated flyers need to be approved by National Office.



Personalise the pro forma media template adding meeting location, dates and times and provide contact person/s name and contact details

Here are some ideas for publicising the interest meeting -:

- Post an announcement on social media, such as VIEW Clubs' Facebook page
- Have your flyer printed in local newspapers, contact local community radio stations and ask for an opportunity to publicise the club.
- Contact relevant local Councils and community centres and ask to have information about the new VIEW club interest meeting advertised on notice boards and in the community section of their website.
- Find out if the local council conducts a seniors/leisure expo and take a stall if it fits your promotion timetable.
- Consider holding a promotional day in a local shopping complex just prior to the Interest meetings. Also consider outdoor markets particularly in rural areas.
- Approach the local Members of Parliament and community leaders and request contact details to spread the word among your target audiences. Local politicians may also place charity/community group information on their web pages. Send information to VIEW National Office ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)) and ask them to email other local/State VIEW clubs and place information in National Minutes.
- Ask VIEW members to spread the message about the proposed new club through their networks and encourage them to invite family and friends to meetings.
- Advise National Office of meeting times and location.

## CONSIDER THE FOLLOWING VENUE REQUIREMENTS FOR MEETINGS

- Convenience to public transport
- Locality
- Room privacy
- Surrounding décor and ventilation space
- Seating capacity to accommodate members
- Affordable catering arrangements
- Microphone, lectern and sound system
- Car parking and personal safety
- Local Council may offer community centres at no cost
- RSL or Bowling clubs may not charge room hire fee if the meeting includes a meal

- Decide on the Interest meeting times
  - **Day Clubs** - usually 10am for a 10:30am start and finish by midday, may include morning tea or be followed by lunch
  - **Evening Clubs** - usually 7pm for a 7:30pm start and finish by 9.30pm, may include dinner or supper
- Meeting times are decided by the new group

## 1

### HOLD INTEREST MEETINGS

Interest meetings offer prospective members information about VIEW and the new club. Don't be discouraged if people who have said they are interested in joining do not attend these meetings.



*Remember to download the VIEW promotional video from VIEW website - [view.org.au](http://view.org.au)*

An Interest Meeting is held to:

- Establish the level of interest for a new VIEW club.
  - Provide information about VIEW Clubs of Australia.
  - Provide information about the unique and exclusive relationship between VIEW and The Smith Family.
  - Encourage membership and active participation.
  - Answer any questions regarding VIEW
- Discuss a club name that is descriptive (aim for something that easily identifies the area eg Shoalhaven Heads VIEW rather than Western Suburbs VIEW)
  - Choose a regular meeting date and time



*Avoid clashing meeting dates with other VIEW clubs in the Zone (check this information on the VIEW website and with National and Zone Councillors)*

If there are sufficient interested women (minimum 25 new to VIEW) to continue with the opening of the club, discuss with attendees the date, time and place of the Formation Meeting. Promote these details in the local newspaper.

There are reasons for not proceeding immediately to the Formation/Inaugural eg insufficient women to form a viable club, inappropriate time of the year to have an official function (Christmas, festive time in area). To continue momentum, hold three or more monthly meetings and continue to promote to

interested women while seeking the support of other friends, relatives and work colleagues.

Explain Committee positions and the need for a Committee-elect. The election of a Committee may be possible at the Interest meeting stage. Provide Position Descriptions and nomination forms for Committee positions.

*Consider providing name tags for all attendees to make them feel welcome and appreciated.*

Tips on preparing for the Interest meeting:

- Have an attendance sheet available to collect prospective member names and contact information (including email addresses). Alternatively pass a list around for everyone to add their name and contact details.
- Decide who will be responsible for setting up the meeting, leading it, and distributing materials
- Order materials to distribute at the meeting, such as VIEW Matters magazines, The Smith Family *Real People Real Stories*, VIEW Brochures and wallet cards
- Consider showing a VIEW PowerPoint presentation to highlight the organisation's values and the benefits it offers members, followed by a friendly inclusive discussion with time for questions
- Consider supplementing your presentation with Smith Family videos or other materials as appropriate
- Prepare an agenda
- Provide Position Descriptions and nomination forms for Committee positions



*Make sure guests are greeted on arrival, introduce them around and sit them alongside VIEW members who will be welcoming. Thank them publicly for coming. Follow up with ...it was great to see you email.*

- If possible, have bright and enthusiastic VIEW members attend so that the audience gets a variety of insights, eg "At our club we do this..."; "We do it this way..." It is interesting hearing from other members as well as the facilitator.
- Following the presentation and discussion, ask for a show of hands from those attending as to who would be interested in being a part of a club in the area. A few hands going up prompts others to do the same and they can see the probability of the club being established.

Request National Office ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)) to set up "soon to be formed" club information providing meeting times, location and contact details on VIEW website

*Don't underestimate the networking benefits of membership when you are trying to attract new members. For many women making connections while making a difference are important benefits.*

## RECRUITING MEMBERS

At least 25 members are required to form a club.

Membership of VIEW is for all women over the age of 18 years, interested in meeting regularly with like-minded women, establishing lasting friendships and contributing to the community.

Diversity of membership is critical. It will help make the club sustainable for the long term, because including members with diverse perspectives and backgrounds keeps the club relevant to the community.

*The number one reason women join VIEW is because they are personally asked to come along.*

Finding prospective members:

- Consider holding additional interest/information meetings at different times and locations.
- Consider inviting a guest speaker from The Smith Family
- Download a copy of [Attract and Retain Members– A guide to strengthening membership](#) from the VIEW website and try some of the suggestions.
- Contact VIEW Clubs in your Area and ask them to let their friends know that you are looking for new members.

### After Interest/Information Meeting



*Generally prospective members want the key details: how much time? What costs? What benefits? What they have to do? Avoid overwhelming the audience with too much information and answer questions as concisely as possible*

Establish a pattern for future meetings – eg venue, midday, 2<sup>nd</sup> Tues of month

Follow up with a phone call/email to each person on the list advising of meeting details.

Consider inviting an engaging speaker from The Smith Family to be guest speaker. Eg *Learning for Life* Program Coordinators or Retail Store manager (NSW and ACT). Contact [view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au) for local details of Smith Family team members.

Closer to the date of the next interest/information meeting, contact prospective members again with the details, explaining that there was such a lot of interest that we have invited The

Smith Family to explain more about this worthwhile children's education charity that VIEW clubs exclusively supports. If there are no local Smith Family team members share videos available on Youtube – [The Smith Family Charity](#).

If a Committee is not formed at the first Interest/Information Meeting, yet there appears to be considerable interest in opening a VIEW club, it is preferable to hold further Interest meetings and work towards a Formation Meeting one or two months later.

If the Club Committee-elect needs preparation time, it is also possible to have several meetings (for an agreed time frame) after the Formation Meeting and before the Inaugural Function.



*Consider having a door prize or a raffle. People love winning something.*

## ② FORMATION MEETINGS

When the membership requirements are almost satisfied a Formation meeting is held.

This meeting is chaired by the Development Team Leader or person who has been chairing Interest meetings.

The purpose of this meeting is to confirm club name, (if not already decided) elect club Committee (if not already elected), reach agreement on a regular meeting time and place (if not already agreed), and plan for the club's program of events and fundraising activities.

Once 25 members have joined the date can be set for the Club's inaugural function.

Prior to the Inaugural Function the Development Team:

- Send the completed **VIEW Committee list** together with the completed **Membership Application forms** for each new member to VIEW National Office PO Box 10500 Sydney NSW 2001. Include two cheques— one for \$20 annual membership subscriptions and the other for \$20 joining fees which includes the members' VIEW badge.
- Request Committee Badges ([via Stock Order Form](#) available on website. (Please Note: The initial set of Committee badges for the inaugural club will be provided by National Office free of charge.)
- Request Club Charter
- Request a copy of Club Cashbook (if Treasurer does not want to use Electronic version).

Allow 4-6 weeks for delivery

**VIEW Committee list** and **Membership Application** forms are available online at [view.org.au](http://view.org.au).

*Be sure to keep a copy of the membership applications in the club's files for historical purposes.*

Organise for the Committee to:

- Establish a **membership register** to record membership over the years.
- Decide how the **VIEW Club Charter** will be displayed at the Inaugural function and where it will be kept (framed or laminated).
- Start planning the Inaugural function.
- Ensure the Committee-elect understand that they should not be 'out of pocket' for any legitimate expense incurred as a Committee member for VIEW. State they are to retain **dockets and/or receipts** and present them to the Treasurer for **reimbursement**. No expense/s should be incurred without Committee approval.

- Have at hand the previously collected information regarding venues etc for discussion with the Committee.
- Ensure that a suitable, well timed program is in place for the Inaugural function and that all Committee members have a clear understanding of each other's roles on the day.

### **Open a Bank/Building Society Cheque Account <sup>1</sup>.**

- Choose the bank/building society and account that is "charity friendly" without bank fees
- Obtain a letter of introduction from VIEW National Office for bank purposes.
- Select three signatories to the account with any two to sign. Ref Club Handbook 2018-19 p63
- Signatories to attend Bank with required information closer to inaugural date
- Initial funds to open account can be provided by National/Zone Councillor bank account (\$50).

*The local National/Zone Councillor bank account can be utilised, if required (eg banking of membership funds or raffle funds, donations, etc), during the Interest/Formation meetings prior to the opening of the New Club account.*

### **Consider Opening a Post Office Box Account**

Mail from National Office and other clubs is sent to the Secretary's home address or the post office box. If a post office box is obtained, select a convenient post office for mail collection and allocate two Committee members to hold keys.

## **3**

## **INAUGURAL FUNCTION**

### **Celebrate and Publicise the Club**

It's essential to celebrate the opening of a new club. Celebrations bring everyone together to commemorate an important event. They solidify a group's identity and strengthen the members' sense of belonging.

An Inaugural celebration is also an opportunity to generate publicity and introduce the club to the community. How you celebrate is up to the club but generally reflects the club's culture.

The objectives of the Inaugural Function are to:

- Ratify the establishment of the club.
- Formalise the appointment of office bearers.
- Present the Committee badges of office.
- Issue the Club Charter.
- Register new members.

The Inaugural function should be presented in the best possible manner as first impressions are important, and VIEW should be well presented.

If possible a photographer from the local media should be invited. If unavailable the Publicity Officer can submit photographs and an accompanying article for the media.

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<sup>1</sup> Refer Club Handbook 2018-19 page 63

# INAUGURAL FUNCTION

## PREPARATIONS

### Invitations to the Inaugural Meeting

- Decide on an RSVP date - usually set one week prior to the Inaugural function depending on venue requirements.
- Emailing of invitations is preferred to minimise postage costs
- The National President and National Manager are invited via National Office view@thesmithfamily.com.au– if National President is unable to attend she will arrange a representative in her place.
- National and Zone Councillors and the Development Team are invited and pay their own way.
- VIEW Club members within the existing or nearby zone/s are invited and attend at their own cost. Invitations may be restricted to the Club President or her representative if venue capacity is limited.
- Invitations are sent to women who attended Interest/Formation Meeting(s).
- If VIEW is new to the town/region it is important to invite the Mayor, Shire President, local and/or State/Federal MP, leading citizens, representatives of other local organisations, and **always** the local media. These guests are expected to pay, preferably upon acceptance of the invitation.
- 'Extras' such as pre-meal drinks, nibbles, special entertainment and/or guest speaker for the function are added to the catering cost **before the charge is calculated** for those attending.
- The only guests who are not asked to pay are the National President and any other Guest Speaker.
- Entertainment that is free of charge is preferred. Consider inviting local school choir.
- Attendees meet the full cost of the function. The Secretary-elect, with the support of the person setting up the club, handles official invitations.
- Clarify protocol for receiving and introducing VIPs and special guests.
- The Secretary-elect together with the Development Team should complete an alphabetical list of those invited to the Inaugural function.

### Venue Arrangements for the Inaugural Function

- The caterer/s or venue management will provide the required date for confirmation of numbers for the function. Confirm numbers again with the venue the day before the function.
- Decide on the table decorations etc, if not supplied by the venue.
- Arrange place cards on the official table and other special table/s of guests.
- Determine the Inaugural function agenda with President-elect and Secretary-elect
- Obtain donated raffle prize/s and door prizes where possible.
- Keep the raffle *in house* (e.g. not sold to those outside the meeting). Raffle tickets or cloakroom tickets can be purchased at supermarkets/newsagencies.

## At the Inaugural Function

- As guests arrive mark their names off invitation list. Individual receipts are not issued for luncheon or dinner monies unless requested.
- Treasurer-elect has the receipt book at hand to receipt payment of joining fees and annual membership subscriptions.
- For the Inaugural function the Treasurer-elect may require assistance to issue receipts, hand out door prize tickets and ensure everyone is registered.
- Committee-elect/helpers act as hostesses to welcome and greet members and visitors and sell raffle tickets.

## Payment to the Venue

New VIEW club pays function costs to the venue by cheque as soon as possible after the meeting or function. Special arrangements may need to be made with caterers or venue management for the Inaugural function.

## Continue Developing the New Club

It will take some time for a new club to develop its own culture, and character and for new members to learn how to run a club successfully. New members can learn more about VIEW by familiarising themselves with the latest VIEW Club Handbook available on VIEW website - [view.org.au](http://view.org.au).

Local Zone and National Councillors are able to support new clubs by sharing knowledge, helping to train Committee members, advising on club governance, recommending speakers for meetings and attending the new club's events.

Continuing to recruit members is one of the most important things you can do for the future of your club.

Public awareness is an important part of your club's continued growth and success. Make sure that your club regularly communicates its upcoming events and activities via its Club Web page and Facebook page.



# APPENDICES AND REFERENCES

1. New Club Development Proposal Form (Download separate document to complete)
2. Media Release (Download separate document to complete)
3. Promotional Points
4. VIEW Key Messages
5. Suggested Invitations
6. Suggested Agenda for an Interest Meeting
7. Suggested Agenda for a Formation Meeting
8. Suggested Agenda for an Inaugural Meeting
9. New Club Strategy
10. The Smith Family - Vision, Mission and Purpose - <https://www.thesmithfamily.com.au/about-us>
11. The Smith Family Programs (contact the local National Councillor for assistance) - <https://www.thesmithfamily.com.au/programs>
12. Public Liability Certificate of Currency (this is needed by most shopping centres/Bunnings before you can hold a promotion/fundraising event.) – Request from National Office ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au))
13. Statement to confirm that The Smith Family is a Charity (required by some shopping centres when requesting a promotional stall at their venue) – Request from National Office ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au))
14. Letter of Introduction from VIEW required to open a bank account – Request from National Office ([view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au))

## APPENDIX 1 – NEW CLUB DEVELOPMENT PLAN

**Please submit this form to the VIEW National Office for authorisation before any development plans for a new club are actioned.**

### Part 1: Proposed New Club

Where proposed club(s) would operate:

State  Click to enter text. Suburb  Click to enter text. VIEW Area/Zone  Click to enter text.  
 National Councillor  Click to enter text. Zone Councillor  Click to enter text.

Localities/ Regions from which members would be drawn from.

<input type="text"/> Click to enter text.	<input type="text"/> Click to enter text.
<input type="text"/> Click to enter text.	<input type="text"/> Click to enter text.
<input type="text"/> Click to enter text.	<input type="text"/> Click to enter text.

Reason for proposed VIEW Club(s) in this location: eg. How would VIEW/ TSF benefit? Community benefit? Local women benefit?

Click to enter text.

Are there any existing VIEW Clubs within the local area? Nearest VIEW Club(s)?

Click to enter text.

Type of VIEW Club proposed eg. Breakfast, Luncheon, Dinner, Morning/Afternoon Tea, Other

Click to enter text.

Target Age Range (please tick)

<30 years     30-55 years     55 – 65 years     65-75 years     General Mixed

Target women (please tick)

General     Student     Younger     Corporate     Multicultural

### Part 2: Development Team and Supporters

Team Leader Name:  Click to enter text.  
 Address  Click to enter text.  
 Phone  Click to enter text. Mobile  Click to enter text. Email  Click to enter text.

Development Team Members:

Click to enter text.	Click to enter text.
Click to enter text.	Click to enter text.
Click to enter text.	Click to enter text.

Other support eg. TSF staff, VIEW members, local women

Click to enter text.	Click to enter text.
Click to enter text.	Click to enter text.

Part 3 Environmental and Demographic Scan

Relevant statistics can be obtained from the Australian Bureau of Statistics [www.abs.gov.au](http://www.abs.gov.au) or the [Local Government, Local Council website for the area.](#)

Include Map of the local area indicating where members will be drawn from.

**Description of proposed town:** eg. urban, regional, rural, working, retired,

Click to enter text.
----------------------

**Venue options** (please include more than one)

Click to enter text.
----------------------

Population size of location (and surrounding feeder areas)      Click to enter text.

Adult female population %      Click to enter text.

Adult female age distribution %

18 – 29 yrs	Click to enter text. %	60 – 69 years	Click to enter text. %
30 – 39 years	Click to enter text. %	70 – 79 years	Click to enter text. %
40 – 49 years	Click to enter text. %	80 years +	Click to enter text. %
50 – 59 years	Click to enter text. %		

Part 4 The Smith Family and/or *Learning for Life*

Does The Smith Family have an established presence in the area	Yes <input type="checkbox"/> No <input type="checkbox"/>
--	--

Or where is the nearest location The Smith Family has a presence?	Click to enter text.
---	----------------------

Who are The Smith Family staff working in the local area?

Click to enter text.
----------------------

What *Learning for Life* programs are run in the local area?

Click to enter text.
----------------------

What other activities are funded or co-funded by The Smith Family in the local area? Or do TSF partnerships exist?

Click to enter text.
----------------------

## Part 5 Other Women's Organisations

What other women's organisations have a presence in the local area?

Click to enter text.	Click to enter text.
Click to enter text.	Click to enter text.
Click to enter text.	Click to enter text.

What day of the week and time do these organisations hold their meetings?

Click to enter text.
----------------------

Do these organisations have a large membership base? Would this impact on attracting members to VIEW?

Click to enter text.
----------------------

What networking opportunities could VIEW establish with these organisations? How would these relationships benefit VIEW or women in the local community?

Click to enter text.
----------------------

## Part 6 Public Relations

How do you propose to advertise the new Club and Interest Meetings?

Click to enter text.
----------------------

What local media sources are available? (free and/ or costed)

Click to enter text.
----------------------

Will a VIEW PR stall be held in local shopping centres or markets?

Click to enter text.
----------------------

## Part 7 Proposed Time Schedule

Development Team Planning Meeting(s)	Date(s)	Click to enter text.
Initial PR and media releases	Date(s)	Click to enter text.
First Interest Meeting	Date	Click to enter text.
PR and media releases	Date(s)	Click to enter text.
Second Interest Meeting	Date	Click to enter text.
PR and media releases	Date(s)	Click to enter text.
Formation Meeting	Date	Click to enter text.
PR and media releases	Date(s)	Click to enter text.
Inaugural Function	Date(s)	Click to enter text.

## Part 8 Estimated Budget

MUST be adhered to. Less is better!

New Club Development Plan Budget					
Notes re accommodation:	Interest Meeting x3	Formation Meeting	Inaugural	Subsequent Committee Meeting Attendance (up to 3)	Totals
<ul style="list-style-type: none"> <li>• Homestay accommodation preferable</li> <li>• Any overnight accommodation must be approved by the National Manager</li> </ul>					
Travel (Development Team ) x 4 members	\$	\$	\$	N/A	\$
Travel (National Executive x1)	N/A	N/A	\$	N/A	\$
Travel Zone Councillor	\$	\$	\$	N/A	\$
Travel National Councillor	\$	\$	\$	N/A	\$
<b>Travel Total</b>					<b>\$</b>
Catering Costs	\$	\$	N/A	\$	\$
Phone Calls (STD/ Local)	\$	\$	\$	N/A	\$
Venue Hire	\$	\$	N/A	\$	\$
<b>Other Total</b>					<b>\$</b>
Club Start Up Cost (from National/Zone Councillor Account)	N/A	N/A	N/A	\$50.00	\$50.00
<b>GRAND TOTAL</b>					<b>\$</b>
Requested by: _____ (Development Team Leader)					

FORWARD TO NATIONAL MANAGER AT VIEW@THESMITHFAMILY.COM.AU FOR FINAL APPROVAL

## APPENDIX 2 – MEDIA RELEASE FOR INTEREST MEETING DATE: MONTH, DAY YEAR

### **NEW [name] VIEW CLUB PROVIDES OPPORTUNITY FOR WOMEN TO MAKE A DIFFERENCE**

A new VIEW Club is set to open in [location], giving women the opportunity to establish new friendships, contribute to their community and be part of a leading Australian women's volunteer organisation.

VIEW stands for the Voice, Interests and Education of Women, boasting over 15,000 members nationally across more than 300 clubs, who volunteer, fundraise and advocate exclusively for national children's education charity, The Smith Family.

The VIEW Club will meet at the [venue] on a monthly basis and joins other VIEW Clubs in the [area description].

VIEW is The Smith Family's largest community sponsor of *Learning for Life* students. In [year], VIEW sponsored over 1,300 disadvantaged students and donated more than \$1 million to help fund learning and mentoring programs for disadvantaged children through The Smith Family's *Learning for Life* sponsorship program.

As well as raising awareness and fundraising, VIEW members volunteer their time and talents in a number of ways. Members read with local children to advance their literacy skills; help children with homework after school at Smith Family Learning Clubs; act as mentors for students; make library bags; donate school stationery packs for use at home and school and donate funds for toys and books for children in need at Christmas time.

"We aim to attract a broad range of women to the interest meeting to discuss what VIEW can offer local women of all ages," [Development Team Leader] added.

Each VIEW Club is unique and plan their monthly meetings and events to suit the interests and lifestyle of their community-minded members.

"If you are looking for an opportunity to meet new friends, have fun and learn new skills while supporting disadvantaged Australian children, then VIEW in [location] an ideal club for you" said [Development Team Leader].

Anyone interested in finding our more about VIEW or becoming a member can call [Contact name] on [contact number/email], visit [www.view.org.au](http://www.view.org.au) for further information or call 1800 805 366.

-Ends-

**What:** Interest Meeting to find out more about VIEW and the new [club name] VIEW club

**When:** [Time and date]

**Where:** [Venue with address]

**RSVP:** Women interested in attending the meeting please phone [Contact name] on [contact number/email]

**Media Enquiries:** [Development Team]. VIEW. Ph: [Phone and email]

## **NOTES TO EDITOR**

### **About VIEW:**

Founded in 1960 by the General Secretary of The Smith Family, George Forbes to support the charitable work of The Smith Family, VIEW stands for the Voice, Interests and Education of Women. It is one of Australia's leading women's volunteer organisations and support networks and empowers women to have their voices heard on issues of importance for the future wellbeing of Australian society. [www.view.org.au](http://www.view.org.au)

VIEW provides women with the opportunity to meet regularly with other women from all walks of life, establish lasting friendships and help disadvantaged Australians through supporting the work of The Smith Family.

Educational and leadership opportunities form part of the VIEW offering, in addition to the chance to be purposeful in helping others less fortunate and contributing to the community.

### **About The Smith Family:**

The Smith Family is a national charity helping young Australians in need to get the most out of their education so they can create better futures for themselves. For more information about The Smith Family visit [www.thesmithfamily.com.au](http://www.thesmithfamily.com.au)

## APPENDIX 3 – PROMOTIONAL POINTS

Ways to promote VIEW in your community

### ***VIEW must promote VIEW***

Become a **VIEW ambassador** - Share the secret, spread the word about VIEW. We all know of someone who has benefited from joining VIEW, or whose life has changed since joining. There are many women out there wanting to know more about VIEW and just waiting to be asked to join.

Our goal is to constantly encourage new members to become involved and keep our current members enthusiastic about our clubs.

We need to create opportunities for all members to get as involved as they want to be and make every member feel that their contribution is important.

Endeavour to create active programs which engage others, be open to new ideas for improvement.

Does your club have a welcome pack to help new members understand about VIEW, The Smith Family and the club in general? Do you have welcoming hostesses and a buddy system for new members?

Along with welcoming your new members, it is important to make sure they begin participating in Club activities right away. If your members feel welcome, comfortable and are involved in VIEW, they will remain a part of your club for a long time.

Personal invitations are the most successful way to obtain new members - Invite women interested in learning more about VIEW to come along to your next meeting. Offer to pick them up for the meeting and follow up after the event and invite them to the next meeting.

### ***Membership drive***

A "membership drive" flyer can be obtained from VIEW National Office, [view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au) simply insert the contact details for your club and then print for distribution in the community or email to potential members.

VIEW brochures, Wallet Cards, VIEW Matters Magazines, VIEW posters in 2 sizes (a4 and a3) are available from VIEW National Office upon request.

Consider a letterbox or leaflet drop on windscreens in local carpark to promote an upcoming event or your club. Permission is needed for carpark activity.

### ***Contacting Local/State/Federal Representatives***

Visit your local, State/ Federal representatives and ask them to promote VIEW through their communication channels. Examples are local Council newsletters, Community Noticeboards, MPs Facebook pages and websites and/or Electorate Newsletters – which increases awareness of VIEW clubs in the community.

## **Publicity/Media**

Do others in the community know about your club and your upcoming events?

- Are you utilising the VIEW website and your club's website page? Make sure you provide details of your upcoming event/s on VIEW.org.au – email your completed Events form, attach a high resolution photo (if required) to [admin@view.org.au](mailto:admin@view.org.au)
- Have you set up a Club Facebook page or “liked” the VIEW Facebook page so we can promote your event/s? For help please contact admin@view.org.au.
- Are your events advertised in the local paper before and/or after the event? Is there a statement inviting and welcoming new members? To reach new potential members you need to promote any events being held.
- Are you utilising national Media Releases?
- Have you consulted the VIEW Media Liaison (Chris Newell 02 4396 5631/ chrismn48@gmail.com) for help?
- Have you considered other forms of advertising eg moving screen advertisements at Service Clubs (RSL, Bowling)?
- Consider promoting your local club and your next event on community radio. Remember to invite new members to join you.
- Have you placed VIEW information (posters and brochures) at your meeting venue, local cinemas, coffee shops, local libraries, book stores, tourist information offices, council offices, etc? (with your own local club member and contact details).

## **Walk with VIEW**

Has your club considered hosting a *Walk with VIEW* in your local community to attract others and promote who you are, what you do and how you make a difference?

Invite other clubs in your area to join in and make it a Zone/Area *Walk with VIEW* event.

We encourage members to host their walks along prominent foreshores or through the main street of town. It can be quite a visual spectacle, with members and their friends wearing VIEW colours.

## **Literary Lunch**

Consider organising a new event for members and non- members such as a Literary Luncheon.

All you need is a good venue and an interesting author/journalist presenter. A local winery could make it even more enjoyable! Encourage members to bring friends, neighbours and family along. National Office can help with flyers, etc

These Literary luncheon type events can be held annually allowing plenty of time for other Club activities and events, re-engaging members with VIEW and their Club.

Remember to let others know who we are, what we do and how we make a difference. Once others see what a great group of welcoming women VIEW is, they will be encouraged to join.

## **Keep in Contact**

Contact your local Smith Family team members via the National or Zone Councillors to keep up to date about upcoming activities, events or volunteering opportunities.

## APPENDIX 4 – MEDIA – VIEW KEY MESSAGES

<p><b>Elevator statement</b></p>	<p>VIEW is a national women's organisation with over 15,000 members in more than 300 communities exclusively supporting education charity The Smith Family. Members sponsor students, volunteer, fundraise and advocate to improve the life outcomes of disadvantaged Australian children and young people.</p> <p>Through its supportive network, VIEW women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children in need.</p> <p>OR</p> <p>VIEW is a women's volunteer organisation with over 15,000 members across Australia exclusively supporting The Smith Family's work to improve educational outcomes for disadvantaged Australian children and young people. Through its supportive network, VIEW women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to Australian children in need.</p>
<p><b>Support and friendship through a common purpose</b></p>	<p>Through its supportive network, VIEW women build lasting friendships, empowered and connected by the common purpose to support The Smith Family and make a difference to disadvantaged Australian children and young people.</p>
<p><b>Sponsoring students</b></p>	<p>VIEW is The Smith Family's largest community sponsor of <i>Learning for Life</i> students. VIEW supports the educational outcomes of more than 1,300 disadvantaged children and young people. Through its connection with The Smith Family, VIEW is proud to enable better futures for young Australians.</p>
<p><b>Volunteering</b></p>	<p>VIEW members dedicate more than 50,000 volunteer hours each year to The Smith Family. They generously give their time to:</p> <ul style="list-style-type: none"> <li>- read to children in schools</li> <li>- help at The Smith Family's after school Learning Clubs</li> <li>- mentor students; and</li> <li>- use their craft skills to make school resources for students in need.</li> </ul>
<p><b>Fundraising</b></p>	<p>Community and national activities organised by VIEW Clubs raise vital funds for The Smith Family, contributing more than \$1 million every year to the charity's programs for young people in need.</p>
<p><b>Advocating</b></p>	<p>VIEW raises awareness about and advocates for disadvantaged Australian children. The collective power of the organisation's 15,000-strong national voice helps more Australians to learn about The Smith Family's work.</p>

## APPENDIX 5 – SUGGESTED INVITATIONS

These guests are **not asked to pay**

- The National President and guest speaker
- The Smith Family representative

These guests **pay** .

- National Manager
- National Councillor
- Zone Councillor
- Development Team

Community members (who could be interested in joining or would appreciate attending as a community representative) are listed below and are **expected to pay**. It is preferable that money is paid on accepting the invitation

- Mayor or Shire President (unless not staying for the meal)
- Local press and media representative (always invite)
- State and Federal Member of Parliament
- Director of Nursing- local hospital/s
- University or school principals
- Adult education
- Arts council
- Chambers of Commerce
- CWA, QUOTA, ZONTA, or Red Cross
- Parents Friends and Teachers of various schools
- RSL, Bowling, golf, tennis clubs

Prior to emailing invitations consider your venue capacity and have an alphabetical list to eliminate duplication when acceptances are processed.

## APPENDIX 6 - SUGGESTED AGENDA FOR AN INTEREST MEETING

- Introduce self and other official visitors
- A short presentation on VIEW, its history, aims and objectives and fees, allowing time to answer questions from the floor.
- Seek suggestions and agree a venue, cost, day and time of the monthly meeting.
- In most cases there will only be the one venue available, but if there is a choice the women should be consulted. Prior research by Development Team will provide details regarding costs.
- Committees can have between five and ten members and must include the President, Treasurer and Secretary. Explain the Committee positions and the need for a Committee elect in order to commence.
- The election of a Committee may be possible at this meeting. If not, set a date for a Formation Meeting and the election of Committee within three or more months.
- The Development Team decides whether to proceed to Formation, or Inaugural function. Explain differences, and the need to make the Inaugural a special occasion. Explain that the Inaugural date has to be agreed by National Office as the National President attends to formalise the club opening.
- The agreement to hold a Formation Meeting formalises the Committee-elect, the club name, day, time and venue for monthly meetings.
- Invite everyone to the Interest and Formation Meetings leading up to the Inaugural function.
- Record the names, email addresses and phone numbers of all present at the Interest Meetings. Request the names of friends who may be interested in attending future meetings. Invite women to take extra brochures to give to friends.
- Invite all present to join VIEW – they will be Initial (Foundation) Members.
- Close with thanks for attendance and confirm the type, time, place and date of next meeting. If a Committee is elected, request that members stay behind to give them the Committee position descriptions and decide a date for a Committee meeting.
- Raise the issue of media consent for use of any photos taken. Have form signed by willing attendees and use photos in further advertising. Media consent form is available at [view.org.au](http://view.org.au).
- Obtain consent to set up a database of email addresses and send out a newsletter reminding of further meetings. Use photos and attach The Smith Family Friday Facts etc.
- Direct prospective members to the VIEW webpage for VIEW clubs' information and activities.
- Notify National Office that the Club will be forming and request the Club's "Soon to formed" web page be created.

## APPENDIX 7 – SUGGESTED AGENDA FOR A FORMATION MEETING

- Invite those wishing to join VIEW as Initial Members to pay the joining fee and annual membership subscription ensuring contact name, address, email and phone numbers are recorded accurately. **Note:** only financial members are able to vote on decisions for new/potential club.
- Welcome - outline the purpose of the meeting emphasising fun and enjoyment, balanced by the contribution VIEW makes to disadvantaged young Australians through the work of The Smith Family
- Introduce yourself, Development Team members, National/Zone Councillor and other VIEW members
- Record attendance and apologies
- Present information about:
  - VIEW Clubs of Australia (refer to Welcome to VIEW and Charter):
    - what VIEW means
    - history of VIEW and relationship with TSF
    - aims, objectives and philosophy
- Invite questions and provide clear responses
- Invite National/Zone Councillor to speak about her role, responsibilities and her relationship with clubs (about 5 minutes only)
- Invite one or two VIEW members to speak very briefly about their experience with VIEW (optional)
- Call for a motion that a club is to be formed
- Suggest and discuss possible names for the new club, including geographic location and whether it is a day or evening club
- Call for a motion that the  
“Formation of \_\_\_\_\_VIEW Club proceed”  
moved by: \_\_\_\_\_ seconded by: \_\_\_\_\_  
Note: Do not make the name too long. Keep in mind: \*
- the geographic area the club represents
- people referring to the club by name
- Evening clubs usually include ‘Evening’ in their name
- Call for a motion to agree the day, time, venue, and cost of the monthly meeting.
- Election of Committee
  - Give a brief description of Committee duties and explain the need for Committee-elect in order to commence.
  - Committee members can be between five and ten and must include the President, Treasurer and Secretary.
  - Order of Committee election
    - President
    - Secretary
    - Treasurer
    - Delegate\*\*
    - Vice President\*\*
    - 2 Program Officers
    - Publicity Officer

Assistant Secretary  
Assistant Treasurer  
(\* can be held by the same person)

- Introduce and congratulate the Committee-elect and thank them for accepting position.
- Explain that Committee badges are presented at the Inaugural Function.
- Encourage those present to offer names and addresses of friends or acquaintances for invitations to the next meeting.
- Decide whether to proceed directly to Inaugural function or to one or two further meetings prior to the Inaugural. It is hoped that the Inaugural will be held within 3 months of the Formation Meeting. Explain the difference emphasising the need to make the Inaugural a special occasion, attended by the National President.
- Thank all supporters and helpers
- Ask Committee-elect to remain after the meeting is closed for a brief discussion (see below)
- Close meeting with thanks for attendance

#### Points for Committee-elect discussion

- Ensure the new Committee members have a copy of their relevant position guidelines.
- Explain that arranging the Inaugural function may take two or three months.
- If an Inaugural function is delayed to accommodate the attendance of VIEW VIPs, a regular monthly meeting may be organised.
- Arrange a date/time and place for first new Committee meeting - as soon as practical.

The National/Zone Councillor may be invited to accompany the Development Team at this first Committee meeting and at least two more Committee meetings as an observer. The Development Team provides guidance to the new Committee on VIEW procedures.

#### Inaugural Luncheon Meeting Agenda

(Amend suggested times for Dinner meeting)

- |         |   |
|---------|---|
| 10.00am | Committee-elect and Development Team arrive at venue, check arrangements, seating and place cards.                                    |
|         | Treasurer-elect and assistants set up 'registration desk near entrance. Invitation list and door tickets are organised at this table. |
|         | Raffle display and ticket selling set up in another area. Place books of Raffle tickets on each table.                                |
| 11.00am | President-elect greets visitors/guests and members as they arrive and introduces Committee-elect members and/or hostesses             |
|         | Hostesses indicate seating and introduce people at tables   |

- 11.25am As Chair, Development Team Leader invites all to be seated, calls the meeting to order and invites those who wish to join her in saying the VIEW Pledge.
- Chairperson welcomes everyone and introduces herself and:
- National President, National Manager, National Councillor, Zone Councillor, and National/Zone Councillors visiting from other zones.
  - Club Presidents and members from visiting Clubs.
  - Other VIP's and guests.
- Chairperson reads congratulatory messages and any apologies
- Chairperson invites the National President to address the meeting.
- (approx. 15 mins)
- With the assistance of the National Councillor and Zone Councillor, the National President presents the Committee badges.
- National President presents the Club Charter to the President and invites the Committee to say the Committee Pledge. (ensure copies are available). A Committee photograph for historical purposes is appropriate at this time.
- Chairperson or National President invites National/Zone Councillor to speak and present new members with their name badges or if there is sufficient time, the National Councillor/ Zone Councillor presents badges to all Inaugural members, otherwise all members are named, asked to stand and be acknowledged.
- Chairperson invites the National Manager to address the meeting (this may occur after lunch if National Manager is guest speaker).
- Time may be required for the mayor or local MP to welcome the new club to the community.
- 12:30pm Chairperson introduces the new Club President who speaks briefly  
Luncheon is served
- Raffles and door prizes can be drawn and distributed during mealtime
- 1:25pm Club President introduces guest speaker.
- 1:50pm Club President calls on a previously arranged member to propose the vote of thanks to the guest speaker.
- Elect any Committee vacancies - if applicable.
- Club President invites Secretary to speak regarding:
- a) the procedure for members when making bookings or apologies for the monthly luncheon meeting.
  - b) future luncheon costs, venue and time for meetings.
- Club President to:

- make any other Club announcements i.e. coming events etc.
- thank all responsible for assisting with formation
- invite anyone wishing to join the new VIEW Club to meet with Treasurer before leaving
- thank everyone for support and attendance
- remind attendees of the date, time, cost and venue of next monthly meeting

2.30pm

Close meeting.

## APPENDIX 8 - NEW CLUB STRATEGY SUGGESTIONS

Grow the Club from 25 initial members to XX by 31 December (2 years plus).

Aim to sponsor 1-2 students by 31 December (2 years plus).

Aim to make contact with local Smith Family team members (if possible, location dependent)

Develop program of events – attend Zone/Area Events, local community Expos, etc.

Maintain communication in the community and promote your club's upcoming events and activities. Encourage all members to be active on social media.







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**Developed by Future of VIEW Working Group**