



## New members bring **NEW** ideas and a **FRESH** perspective

Post COVID lockdown, people are seeking the opportunity to connect with others in the community. VIEW needs to take advantage of this and make sure our organisation is in the forefront of the minds of those who are looking to expand their horizons, make new friends and give back to the community.

### We share some examples of other VIEW clubs' successful ideas:

- **Always have copies of the VIEW brochure to hand out** when having activities outside of your club such as Bunnings BBQ's, street raffles, street stalls, walk with VIEW, farmers or local markets.
- **Consider holding information days at 50+ Lifestyle Villages** – host a morning tea and be armed with plenty of brochures and information.
- **Seek out opportunities to speak at other organisations** - such as Probus, Rotary or even a Men's Shed. One club gave a talk at their local 'Men's Shed' which resulted in that club getting three new (female) members! For speech notes please Contact PNP Gwen Wilton, [gwenwilton@bigpond.com](mailto:gwenwilton@bigpond.com).
- **Think outside the square** – one club has given their local Real Estate Agents, VIEW information packs to distribute to people buying homes in their area.

- **Invite your local radio presenter or local newspaper editor to be a guest speaker** at one of your club meetings, in an effort to obtain some media coverage and inform them about VIEW
- **Present guest speakers and visitors with an "information" pack** which could include a copy of the latest VIEW Matters Magazine, the VIEW brochure and some information about your club including: when / where / time you meet and a contact name and phone number. Do not let visitors go home empty handed.
- **Follow-up visitors/guests** with a friendly phone call or email to welcome them back.
- **Look for your local Council's community days, expos or other public events** to seek opportunities to host a VIEW information booth.

**Remember to keep your VIEW Club website page up to date** with its details and photos of recent events and activities. Send photos and club detail changes to [admin@view.org.au](mailto:admin@view.org.au).

*We encourage you to seize every opportunity to spread the word of VIEW to the wider community and proactively increase our membership.*

**"Attract and Retain – a guide to strengthening membership"** is a great reference. Here is the link: [www.view.org.au/resources/organisational-information](http://www.view.org.au/resources/organisational-information)