

# USPS4YOU ... Work in Progress



## *Membership Workshop*

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## ***MEMBERSHIP WORKSHOP***

- ***Ask someone YOU don't know  
THEIR NAME***
- ***How many are Squadron  
Officers?***
- ***Any Membership or Member  
Involvement people here?***
- ***Expectations for the Workshop***



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Try something different to get the audience involved.

Ask who are Squadron Officers

Ask who are the Membership or Member Involvement people

Ask ONE (1) person their expectations

## ***SQUADRONS ARE WORKS IN PROGRESS***

- ***Is Your Squadron Membership Increasing?  
Static?  
Decreasing?***
- ***Is Your Squadron Having FUN?***



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Bring everyone to focus on their Squadron Membership

## *WHAT'S **FUN** GOT TO DO WITH?*

- *RECRUITING* problems?
- **OR** is it just *INVOLVEMENT PROBLEMS?*
- *RETENTION* problems?

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What's the connection between FUN and why you're here???

Are you here for Recruiting or Retention or just Involvement problems?

**FUN** *MAKES THE MEDICINE ...*  
● Think about what you enjoy  
most about being a **Squadron**  
**Member**

- Let's me see – *Water, Boats, Events, People* and **FUN!**
- **LOTS & LOTS OF FUN!**

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Why FUN? Remember the old adage about Sugar makes the medicine go down?  
Well FUN is a BIG ITEM in your Squadron membership.

## SO ADD SOME FUN INTO A ...

- **Public Boating Class**
  - Share **YOUR** Story of Involvement
  - Ask for help in recruiting
  - Share your own involvement
- **General Meetings**
  - Be friendly to everyone
  - Meeting Involvement
- **Rendezvous and Cruises**
  - Include **EVERYONE** by making it with a **Land Connection**

# RETENTION

**Involvement**

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Look at the impact you can make in your Public Boating Classes in recruiting and involvement; General Meetings and Rendezvous and Cruises in involvement and how the involvement effects RETENTION.

## ***WE NEED BETTER COMMUNICATION SKILLS***

- **To *RECRUIT, INVOLVE* or *RETAIN***
- **We Communicate by:**
  - **FACE to FACE**
  - **CALL**
  - **MAIL**
  - **eMail**

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How do we communicate?

In the past, most communications were done face to face – now communications have become much more complex – electronic and impersonal.

## ***COMMUNICATING IS IT ART? or SCIENCE?***

### ● **Face to Face** Communication has:

- Voice
  - Words
  - Accent
  - Tone/Inflection
  - Volume
- Body Language
- Facial Expressions
- Two Way



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When we talk FACE to FACE, we have a lot more parts of communication



## WHAT'S IN A PHONE CALL?

### ● CALLING

- Possibly Two Way
- Answering Machine 
- Loses 2/3 of **TRUE** Communication



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Phone rings – when we're talking on the phone we miss all the body signals facial, body language, and some of the tone/inflections/volume of the speaker.

## *MAIL or eMAIL*

- **Mailings and Flyers (Paper or eMail)**
  - Delivers Information without Emotion
  - Can File Away
  - One Way Only
  - But **WE** Want *Instantaneous* Communication



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Although we send out flyers, newsletters either by a mailing or email – it is only one way and flat communication. We ALL want instant communications. But it is only one way there is no exchange of information or excitement.

## eMAIL

- eMail
  - *Saves Postage/Paper Costs*
  - *May have an **Instantaneous Response***
  - *Need to Write **Short** Messages*
  - *Unless Use **READ** Receipt Not a Guaranteed Delivery*
  - *Sometimes **NO REPLY***



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eMail does save postage and paper costs but sometimes the eMails aren't shared with everyone in the home. And like mailings only one way with no exchange of information or excitement.

## ***COMMUNICATION RESPONSIBILITIES***

- ***Reply to the Voice Mail***
- ***Reply to the eMail***  
– Even if it is just:  
***I got your note but I'll have to get back to you***
- ***REPLIES are VERY, VERY IMPORTANT***



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What are OUR RESPONSIBILITIES as Squadron Members, Officers, Membership or Member Involvement people?

REPLY – REPLY -- REPLY

## ***WHY REPLIES ARE IMPORTANT***

- To **RECRUIT**: Need to **Reply** to **POTENTIAL** New Members
- To **INVOLVE**: Need to **Reply** to **include ALL** our Members
- To **RETAIN**: Need to **Reply** to **make ALL** our Members feel **valued**



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Replying affects EVERY aspect of membership – Recruiting, Involvement and Retention

Let's see how.

## ***OUR POTENTIAL MEMBERS***

| <b>Years</b>     | <b>GenNames</b>                      | <b>Important Events</b>        |
|------------------|--------------------------------------|--------------------------------|
| <b>1946-1964</b> | <b>Boomers</b>                       | <b>CounterCulture</b>          |
| <b>1954-1965</b> | <b>GenJones</b>                      | <b>Arcade/Atomic Age</b>       |
| <b>1964-1984</b> | <b>GenX<br/>&amp;<br/>Cold Y Gen</b> | <b>Vietnam &amp; Cold Wars</b> |
| <b>1981-1984</b> |                                      | <b>MTV/Mass Media</b>          |
| <b>1981-1994</b> | <b>GenY</b>                          | <b>War on Terror</b>           |
| <b>1995-2007</b> | <b>GenZ</b>                          | <b>Digital Globalization</b>   |

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Just a review of the Generation Years and Names and the Important Events that shaped their growing up.

## *GenY 'ISMS*

- **ISOLATION'ISM** – Protected from “things around them” **OUTSIDE WORLD** is only **Electronically connected**
- **CONSUMER'ISM** – If it doesn't work **BUY** a new one
- **EGO'ISM** – It's all about **ME!**
- **NOW'ISM** – Need **IMMEDIATE GRATIFICATION**

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Some items to think about for the GenY's

They have been isolated or protected from the dangerous outside world.

They have been brought up to throw away broken things and get new ones.

The world revolves around THEM

And of course their need to have instantaneous answers, gratification, and satisfaction.

## ***SO WHAT DOES THAT MEAN?***

- ***OUR POTENTIAL MEMBERS ...***
  - Are ***Computer Savvy*** but more ***Socially Isolated***
  - Need ***Shorter*** or ***Online*** Courses
  - Need More ***FUN*** Events
  - Need Robust ***Mentor Program***
- ***OUR SQUADRONS NEED ...***
  - Assistance with ***Succession Planning***
  - Help Filling ***Leadership*** positions

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The what does this mean for our Squadrons?

We've got to review how and where we recruit AND what we've got to offer.

We've also have to rethink our Squadron's succession plan and how we are going to fill leadership and committee positions.



***QUESTIONS???***

**Thank *YOU* For Participating!**

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THANK YOU!