

Recommending a New Strategy



Membership & Member Involvement IDEAS!

Premise

- USPS Membership has been going
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- For several years now. It's time to change!!



Goal and Objective

- Increase Membership







The NEW Three R's

RECRUIT
RECOGNIZE
RETENTION



How Do We Invite Them?



Recruiting

- 
- Boating Classes / Seminars
 - Local media
 - Yacht & Boating Clubs
 - Marine Equipment stores
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A decorative graphic consisting of several small squares in shades of blue, green, and cyan, arranged in a pattern above a horizontal line.

How Do We Invite Them?



Recruiting

- 
- A decorative graphic consisting of several small squares in shades of blue, green, and cyan, arranged in a pattern to the left of the list.
- Boating friends
 - Local law enforcement group
 - Speaking engagements
 - Vessel examinations
- 
- A decorative graphic consisting of several small squares in shades of blue, green, and cyan, arranged in a pattern to the right of the list.



How Do We Keep Them?


Recognition

- 
- Picture board
 - Colored name badge
 - Pinning ceremony
 - Introduce at meeting
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How Do We Keep Them?



Recognition

- Recognition for committee work – make this fun
 - Write-up in sqdn newsletter
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How Do We Keep Them?

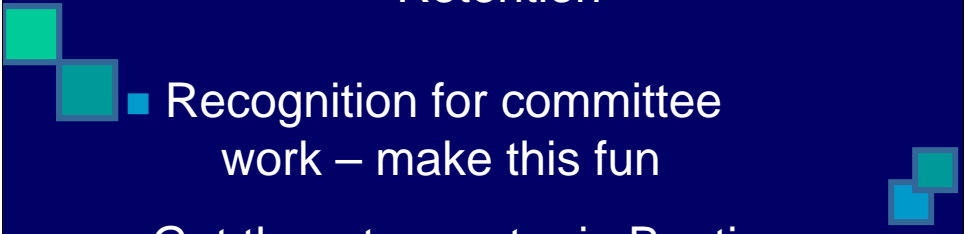

Retention

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- Get them involved early
 - Insure all USPS features & benefits are well known by all members
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A decorative graphic consisting of several small squares in shades of blue and green, arranged in a pattern above a horizontal line.

How Do We Keep Them?

Retention

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- A decorative graphic consisting of several small squares in shades of blue and green, arranged in a pattern to the left of the list items.
- Recognition for committee work – make this fun
 - Get them to proctor in Boating courses
 - Bring them to a District conference
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- A decorative graphic consisting of several small squares in shades of blue and green, arranged in a pattern to the right of the list items.



End Results !!!

More new members!
More member involvement
More renewals



End Results !!!

- Develop a Plan
- Work your Plan
- Re-evaluate Your Plan



Consider using the new 3 R's

Recruiting,
Recognition,
Retention

=

Increased & More Active
Membership!!