

# Marketing and Publicity In Baby Steps



Presented at the  
2010 Florida District Convention  
April 10, 2010  
Lake Mary, FL

# Marketing and Publicity in Baby Steps

## How can we do it?

For many years Pilot has been in spite of many efforts the best kept secret around. Our membership lacks far behind other community service organizations such as Optimist (90,000 members), Kiwanis (600,000 members), and Lions Club International (1.3 million). Now is the time to become more visible and to recruit more members. This is an effort to give us information on how to market and publicize our organization from a variety of sources including our competitions marketing strategies. I have spent a lot of time researching this subject since I am not in the Marketing/Public Relations field in an effort to provide some easy ideas to grow our clubs. Some items in this talk may be mentioned more than once but repetition is a way of remembering/learning.

## Marketing

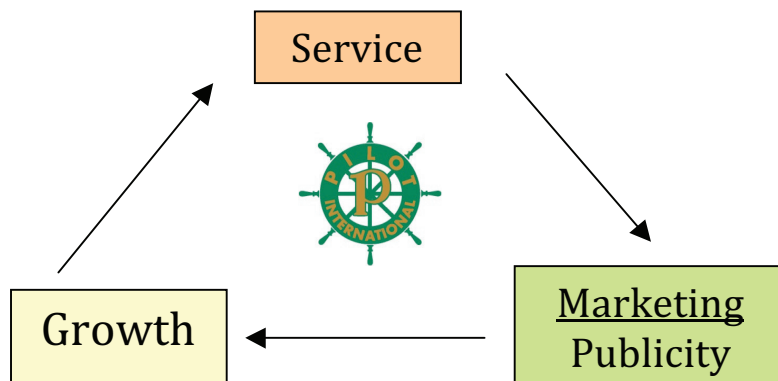
Defined in Webster's dictionary as:

The process or technique of promoting, selling and distributing a product or service.

## Public Relations

- Defined in Webster's Dictionary as:  
The business of inducing the public to have an understanding for and goodwill toward a person, firm, or institution.
- **How to Do Public Relations:**
  - News Releases
  - Public Service Announcements (PSAs)
  - Word of Mouth

## Why should we Market our clubs and activities?



## How It's All Connected

- Marketing/public relations, service and growth are important to every Pilot Club
- Clubs provide service, which they promote to the media and local community
- This marketing generates interest in Club activities and helps Clubs gain new Members
- New Members allow the Club to provide more service!

## The Secret's Out....

Marketing can seem like a daunting task, but it is easier than you think!

Every Pilot Club Member can do marketing and Public Relations by using the materials found on the Pilot Website..

In order to market our organization we need to develop:

**A strategic marketing plan that is**

- A range of activities that lets us communicate effectively with our targeted audience
- A structured plan to build awareness of the organizations programs
- A means of demonstrating your real value to the community
- A way to consistently bring positive attention to the organization and enhance its image

For over 30 years nonprofit organizations have applied marketing tactics to assist with:

- Growth
- Funding
- Prosperity

**Impact of Strategic Marketing**

Adopting a consistent marketing communications approach will help to:

- Enhance your reputation through name recognition
- Build membership
- Strengthen existing donor relations
- Connect with new donors
- Raise attendance at events
- Generate momentum and support for the organization and its programs

**Strategic Planning Framework**

- Where are we now? View your current strategic position and clarify your mission, vision, and values.
- Where are we going? Establish your competitive advantage and your vision. See clearly the direction your organization is headed.
- How will we get there? Layout the road to connect where you are now to where you're going.

**Your Marketing Plan Allows You To:**

- Know your unique position
- Review your mission statement and objectives
- Conduct a SWOT (strengths, weaknesses, opportunities, and threats) analysis
- State the services you offer
- Define your targeted audience
- Create an integrated marketing and branding plan that includes:
  - Web site
  - Events
  - Alliances
  - Print materials
  - Public relations efforts
  - Personal networking and word-of-mouth

**Mission Statement:** To define the organizations core purpose. Why do we exist?

**Pilot's Mission Statement:** To serve by furthering Pilot International's humanitarian efforts through charitable, educational, and research programs in communities throughout the world.

**Vision Statement:** To explain where you are headed, your future state. To formulate a picture of what your organization's future makeup will be and where the organization is headed. What will our organization look like 5 to 10 years from now?

**Pilot's Vision Statement:** To achieve universal awareness and prevention of Brain-related Disorders and Disabilities.

While executing the plan has its challenges, deciding what to do and how to do it is marketing's greatest challenge. Most marketing plans kick off with the first of the year or with the opening of your fiscal year if it's different.

**A marketing plan is plump with meaning. It provides you with several major benefits.**

- **A Rallying point:** Your marketing plan gives your members something to rally behind. You want them to feel confident the captain of the vessel has the charts in order, knows how to run the ship, and has a port of destination in mind. Organizations often undervalue the impact of a “marketing plan” on their own members, who want to feel part of a team engaged in a complicated joint endeavor.
- **Chart to Success:** We all know that plans are imperfect things. We can’t know what’s going to happen 12 months or 5 years from now? Isn’t putting together a marketing plan a waste of time? Sometimes yes, if we don’t plan we are doomed and an inaccurate plan is far better than no plan at all. To stay with our sea captain analogy, it’s better to be 5 or even 10 degrees of your destination port than to have no destination in mind at all. The point of sailing after all, is to get somewhere, and without a marketing plan, you’ll wander the seas aimlessly, sometimes finding dry land but more often than not floundering in a vast ocean. Sea captains without a chart are rarely remembered for discovering anything but the ocean floor.
- **Company Operational Instructions:** Your marketing plan is a step-by-step guide to success. You need to assess your organization from top to bottom to put together a genuine marketing plan and make sure the pieces are working together in the best way. Consider it a to-do list on a grand scale. It assigns specific tasks for the year.
- **Captured thinking:** Your written marketing document is your game plan. If people leave or new ones arrive or circumstances change, the information in the written marketing plan stays intact to remind you what have agreed to do.
- **Top-level reflection:** You need to take time to think about where you are headed. Writing your marketing plan is the best time to do this high level thinking

### **Branding Is :**

The *impression* your organization makes, the *experience* people have with you is expressed by *everything* that represents you:

- The look and content of print communications
- Your events
- The treatment they receive from members
- The type of members who represent you
- The alliances you form

### **Why Brand?**

- Your Brand is what donors and supporters remember
- Your brand enables donors, volunteers, sponsors and the community to immediately recognize, value and trust your organization
- Your brand distinguishes you from the competition
- Your brand gets you heard

We need to develop a clear and consistent message

When you hear the phrase “Overnight Package Delivery” does Fed Ex come to mind? How about “Just do it?” Nike Shoes

What is our organizations message? Every aspect of our communications, both visual and intangible, should specifically point to that mantra. Does your material – i.e., brochures and handouts – mirror what you do? The by-products of our messaging should be passion and action. Most messages are directed at attributes and correlate cause to effect. This approach lacks inspiration and polarizes the recipient. Does your message invoke passion and action?

## **Best Practices**

We will discuss the tactics you can utilize to market more effectively:

- Web site
- Alliances
- Events- Galas, Golf, Awards
- Print Materials
- Public relations
- Networking

### **Web Site**

The web helps you cast a wider net by:

- Attracting new donors
- Reducing processing/printing/mailling cots
- Sharing your mission and build awareness
- Using images to tell your story
- Acting as your ambassador to the community
- Enabling you to educate the public
- Establishing your credibility

### **Alliances**

- Align with other nonprofit and for profit organizations for greater critical mass
- Know the influencers in your community
- Build your brand through contact with other who are well known

### **Events**

Fundraising events enable you to build awareness and raise revenue while having fun.

### **Public Relations and Media Efforts**

- Pitch a story to your local press
  - Make it newsworthy
  - Make the first sentence powerful
  - Share statistics
  - Provide pictures
  - Make it local – give it a human interest angle
- Invite media to your events
- Send your newsletter and other information to the media

### **Networking**

Word of mouth networking is perfect marketing for nonprofits!

- People trust other's opinions of your organization
- People pass along positive comments about the organization
- Word of mouth may not sound that effective, but if it is interesting information that is being passed a long, it is incredible how fast it will travel.

### **We need to take advantage of our position!**

- Nonprofit organizations are in a "feel good" industry
- Nonprofits can build friendships that last a lifetime and beyond
- Nonprofits affect the wallets, minds and hearts of the community

## Easy Marketing / Publicity Ideas for Your Community

1. **Newspapers** –allow you to communicate more information than radio and TV stations. Send those news releases!
2. **Radio PSAs** – Pilot website has some that can be used.
3. **Cable TV** – If your community has a local cable TV company, contact them about putting your message on their local access channel or community calendar listing..
4. **Libraries** – give extra copies of the Pilot Log to your local library. Attach a sticker with contact information for your Club.
5. **“Welcome” kits** – Many communities have kits that are given to new residents with promotional materials from local businesses and organizations.
6. **Colleges** – many colleges and universities have internet cable TV and radio stations and publications that reach students, staff and faculty. You can also post flyers.
7. **Community Events** – participate in local parades, fairs, sports tournaments and holiday celebrations. Wear your pins, display your banner and give out handouts.
8. **Official Proclamations** – local, state and even federal officials issue a proclamation for a special event or anniversary.
9. **Billboards** – billboard companies frequently carry messages by non-profit organizations as a public service. Clubs will have to pay for the cost of printing.
10. **Club Business Cards** –print up special cards with your meeting time and place and a contact name and number. distribute them to friends, co-workers and at community events.
11. **Flyers on Bulletin Boards** – in the supermarket lobby or at the check out counter.
12. **Publicize on Bank Marquees** – add this to your publicity campaign because they provide great exposure, particularly on busy streets. Banks see this is a valuable community service.
13. **Local Shoppers Newspapers**- those weekly publications that are mostly ads.
14. **Banners and Signs** – display at events.

## Other Marketing Possibilities

Choose the tools that work best for you.

- Post flyers on applicable community bulletin boards (community centers, stores, churches, social service and government agencies)
- Place classified ads in local papers (sometimes they run public service ads for free)
- Make sure you are listed in community service directories
- Submit community calendar listings to radio, and TV stations, newspapers, newsletters, church bulletins
- Distribute brochures at social service agencies, community celebrations and at local events
- Host community events and use as an opportunity to share your message
- Get your message posted on Neighborhood Reader Boards. Messages should be short such as NAME OF GROUP offers free information on TITLE. Call ###-####

## The 4 Most Deadly Nonprofit Publicity Sins

Nonprofit organizations and charities have a publicity advantage that their counterparts in the for-profit world lack: Media outlets want to help them spread the word about their worthwhile programs or initiatives. Yet many nonprofit organizations and charities are disappointed when they see that their initiatives or issues aren't getting media attention- even in a friendly media environment. That's often because they've made one or more of the most deadly nonprofit publicity mistakes:

1. Expecting to be discovered, they don't share their information with the press.
2. What they have shared isn't newsworthy.
3. They haven't presented their information in a format that the press prefers.
4. They haven't shared their newsworthy information with the right person.

## **Here's how to avoid these mistakes:**

1. **Tell the press what you are doing** – Leave nothing to chance
2. **Make sure you've got something newsworthy** – Look at your news from the “ media gatekeeper” perspective and ask yourself “So what?” Is it interesting enough to appeal to someone who does not know about your organization?
3. **Use the proper format when sharing your news** – not a flyer, brochure or an invitation. It's a news or press release that has the details. Work on the headline many editors and reporters won't read beyond a headline that doesn't grab them. Get the five Ws and one H – who, what, when, where, why and how – into the first two paragraphs.

4. **Get your information to the right editors, reporters and producers** – assemble your media contact list by studying media outlets and their website or by calling for appropriate contact names.

### **TWO KEY POINTS FOR PRESS RELEASES**

- **You must give the media a reason to cover your event.** And that reason can't be because Pilot is such a great organization and have done a lot for the community.
- **Think like a reporter** to get better media coverage. What would make them go to his/her editor and ask "Hey did you hear about this?"

TIP: The best time to rise these key points is during the planning process of an event. It is easier to to create a compelling event and to attract media attention if these points are considered early on.

### **Membership Drive Ideas for Organizations**

**Membership is the lifeblood of any organization.** Attracting and retaining members can be a very challenging task, but here are many ways to help make your membership drive successful.

- Use the Internet

PI has set up a page for organization on Facebook. This is free and allows other Facebook users to become fans of your page. If headquarters has an advertising budget, Facebook offers an ad service which you can target to very special demographics. Make sure the search engine will refer people even if they do not know about Pilot. Twitter is another marketing source. We already use GoodSearch to earn money for the Foundation. Headquarters could get a Google Grant – Google is leveraging sponsored listings to help nonprofit organizations. But rather than channeling revenue earned by clicks to organizations, the Google Grants program offers nonprofits publicity by providing them with free sponsored links, ads that appear to the right of the search results page.

- Word of Mouth

The best method of advertising and recruitment is still word of mouth.

- Promote your Purpose

An often overlooked way to recruit new members is to promote what your group stands for. Many organizations think their message is obvious, but an outsider looking in may have no idea why the group exists.

- Give People a Reason to Join

A group that offers nothing to its members will likely see its roster shrink instead of grow. Every group needs to offer an incentive for joining, especially if you charge dues or ask your members to donate their time. What you offer will depend on what kind of organization you have.

### **Conclusion**

A structured marketing process can help build our organizations brand, resulting in greater ability to attract and retain members and donors. We just have to commit the time and effort it takes to do it at both the club level and at headquarters.

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## Attachments

### Creating and using poster templates

If your project has one or two simple key messages, posters can be very effective. You can add a call to action if you have materials to distribute, especially if they are easy to access via local phone numbers.

A poster for an organization should contain the following:

- Program name
- Program location
- Contact phone number
- Special program features, if appropriate

### Community Calendar Listing Template

Community calendar listing are usually short, including a one-sentence description of what is being offered, the time frame and a contact phone number

PILOT CLUB of ANYWHERE, offering free puppets shows on April 10, 2010 showing children how to “Protect Their Brain for Life”. Call XXX-XXXX for more information

Calendar listings should be sent out on month in advance. Send them to the media outlet **ATTENTION: Community Calendar**

### News Release Template

Replace the items in bold for your news release

**FOR IMMEDIATE RELEASE** –use this heading to show it is a press release and not a letter

Contact Name: **Contact Name**

Contact Voice number: **206-999 9999 Your Number**

Contact Cell number: **206-888 8888 Your Number**

Contact FAX: **206-999-8888 Your FAX**

Contact E-mail: [maryd@happyday.com](mailto:maryd@happyday.com) **Your E-mail if You Have One**

#### **HEADLINE- WHAT IS THIS RELEASE ABOUT**

*Subhead- short catchy elaboration or time frame if applicable*

(CITY, ST., **DATE**) The first paragraph of a news release should clearly, simply, and cleanly state the WHO, WHAT, WHEN, WHERE AND WHY with minimal details. It should be written objectively and with minimal hucksterism. Double space your copy. If it goes over one page in length use “more” at the bottom to indicate to typesetters that they should look for the rest.

The second paragraph should highlight the importance of the release topic with a quote or a demonstration (“real life story”) of how it benefits the media outlets readers or the community.

Following paragraphs can give more details. If the story has clear “chunks” of information use simple sub heads to call attention to the information.

### **About Name of Organization**

Include one paragraph about your organization, mission, and location. Add any relevant data if appropriate, such as leadership, etc.

### (end)



MEMBERSHIP DEVELOPMENT

## The people you know . . .

Among the many people you know is someone who would be pleased to receive an invitation to visit a Pilot Club. These prompters will help you identify some of these individuals. Just write down the names as they come to mind. See how quickly your list grows! When you have finished, you will have a list of guests to invite to your club meeting or other Pilot activity.

☺ **He or she is a neighbor. You say hello to each other, and you consider him or her to be a friendly person.**

Name	Address	Home Phone	Work Phone

☺ **There is a person who works with you in your office or business. You know him or her quite well and talk often, sometimes about Kiwanis, but you have not asked this individual to a club meeting.**

Name	Address	Home Phone	Work Phone

☺ **When you shop, there is someone with whom you enjoy dealing. Perhaps you only know his or her first name.**

Name	Address	Home Phone	Work Phone

☺ **There is a client or customer with whom you enjoy doing business.**

Name	Address	Home Phone	Work Phone

☺ **When you go to church, there is someone who always gives you a friendly smile or greeting and who has an interest in your community.**

Name	Address	Home Phone	Work Phone

☺ **Read your card file or Rolodex. List an individual you should invite.**

Name	Address	Home Phone	Work Phone

☺ **There is a person you see occasionally with whom you attended school.**

Name	Address	Home Phone	Work Phone

☺ **There is a relative whose company you enjoy.**

Name	Address	Home Phone	Work Phone

☺ **You're planning a dinner party. List two non-Pilots you would invite.**

Name	Address	Home Phone	Work Phone

☺ **List a non-Pilot you would be most inclined to invite to attend a football game, play tennis, walk, jog, fish, or play cards.**

Name	Address	Home Phone	Work Phone

☺ **List a person with whom you attended a trade show or seminar.. .**

Name	Address	Home Phone	Work Phone

...and the people you don't know

☺ **Who edits your local newspaper? Who is the publisher? Who manages your favorite television or radio station?**

Name	Address	Home Phone	Work Phone

☺ **Who is the principal of your child's or a neighbor's child's school? Who is the superintendent?**

Name	Address	Home Phone	Work Phone

☺ **Who is the pharmacist at your hospital? Who is the administrator?**

Name	Address	Home Phone	Work Phone

☺ **Who is the trust officer at your bank? Who is the bank president?**

Name	Address	Home Phone	Work Phone

## Consider these sources for other individuals you don't know . . .

Corporations  
Chambers of commerce  
Former Jaycees

Yellow Pages  
Referrals from other clubs  
Club meeting speakers

New residents—contact real estate firms, township halls, and welcoming organizations

Name	Address	Home Phone	Work Phone

Adapted from- Kiwanis International- Membership Development

# 30 MARKETING IDEAS

## *Is your club keeping its service a secret?*

The following pages offer proof of good news. Here you will find thirty marketing ideas, in categories ranging from exhibit marketing to direct marketing, designed to assist you with inviting new members and promoting your club. We encourage your club to select a category each month, implement one of the activities listed within that month, and then keep track of the membership growth results you receive. We think you'll find your monthly activities will pay off with an increase in both membership numbers and public awareness.

*It's up to your club to unlock itself to the community. It's up to you to share your Pilot pride.*

### Exhibit Marketing

1. **Sponsor a booth at a special event.** Think of the impact your club could have at the community's next health fair, festival or home show! Exhibiting at an event connects your club to that event, its topic, the people attending and so on. Featuring photographs of club projects and providing membership information to the attendees will help get the word out about your club.
2. **Exhibit in a public place.** Want your club to be seen regularly at the same location? Pick a space in a mall or a popular storefront: use your imagination on which public space could work for your club. Provide information about your next project and invite people to participate.
3. **Place an information table at your next project.** When attending a service project, people can see first hand the work you do and at the same time, can inquire about membership, read about Pilot and look into serving.
4. **Use your prospect information.** Did you gain information from your exhibit marketing efforts? Use the contact information of those who express interest in Pilot. Hold a raffle for the people who stopped by your exhibit or information table. Add their names to the club's updated mailing list. Inform those interested in ways to become involved.

### Advertising & Public Service Announcements

5. **Place an ad in the local newspaper.** Put a call into the advertising department of your local newspaper to announce that you are looking for members. Advertising representatives from the paper can tell you about the cost of an ad, help you place it in a good spot and, if needed, design an ad specifically for your club.
6. **Place an ad in school and community publications.** Often, a school newsletter will gladly include your club information in their newsletter—especially if you partner with that school for your service projects. Placing such an ad will create a direct link between the school system or community and your club.
7. **Develop a point-of-purchase display.** Ask the owners of local businesses if they will allow your club to place its brochures in a holder near the cash register. Remember: By placing information in a business, your club will then be associated with that business and its customers.
8. **Broadcast on radio.** Invite a local radio station to broadcast from your next special event or request that the station broadcast one of Pilot International's public service announcements (PSAs) available from the. Access radio PSAs online by visiting the Pilot Web site ([www.pilotinternational.org](http://www.pilotinternational.org)) and typing "PSAs" in the search field.
9. **Post billboards/mobile advertising.** Billboards and mobile advertising also serve as a reminder about your club.
10. **Utilize Yellow Pages & directories.** Place the telephone number of your club in the Yellow Pages and other service directories so that your club is easy to find. (If you do not want to use a member's personal telephone number in the listing, consider buying an additional line that goes to an answering machine.)
11. **Broadcast public service announcements (PSAs) on television.** Start by trying to place PSAs with your local public access television station. At the station, contact the public affairs or community services director and ask if they have time to fill.

12. **Use THE PILOT LOG.** Do you receive an extra copy of THE Pilot Log? Are you finished with your personal copy? Consider donating the magazine to your library or putting your extra copies in doctors, dentists or other offices.
13. **Develop a Web page.** Promote your club on the Internet. On your Web site include project information, your club's contact information and steps the prospective member can take to become a Pilot. Get started now creating your Web site.
14. **Put information about your club in "Welcome to the Community" packets offered by local agencies or chambers of commerce.** Often after they are settled, new residents look for ways to familiarize themselves with the community.

## Media Relations

15. **Write a news release.** Tell your community about upcoming club events, awards and programs.
16. **Pitch a story.** Is there a person in your local club with amazing accomplishments as a Pilot? Are there a series of Pilot projects that are making an extraordinary difference in the community? If so, it's time to pitch your club's feature story idea to your local newspaper reporter or editor. A pitch letter can be sent via e-mail or over the phone to the reporter. Pitch letters do not recount or tell about an event instead they attempt to interest the reporter in covering a story.

## Group Presentations

17. **Show audiovisual presentations.** Showcase what Pilots do for their communities. Select the presentation that is right for your club. Show it to groups such as the PTA, community interest organizations and others that may be interested in joining.

## Personal Contact

18. **Give personal presentations.** Offer to speak about your club during community events and other forums that involve community leaders and concerned citizens. Explain how Pilots have helped the community and outline the service projects that you currently sponsor.
19. **Recruit one-on-one.** Meet with a prospective member individually to inform them about the club. Invite them to take part in the next meeting or club project. Make sure to follow-up with any prospective member inquiries that you receive from Pilot Club International.

## Direct Marketing

20. **Call people.** Obtain a list of people who may benefit from a specific program (for example, the names of people who live near a park that will be enhanced or a stream that will be cleaned) and call to let them know what the club is doing for their community. Invite them to take part in the project.
21. **Write letters.** Develop a mailing list of people who have participated in previous projects as well as a list of other people you would like to invite as members. Mail them a letter explaining what the club does and ask them to contact you if they are interested in attending a meeting.
22. **Produce club newsletters.** Mail a special edition of your club's newsletter to prospective members. Outline your club's accomplishments and announce plans for the future.
23. **Send out project announcements.** Send announcements explaining a special activity to people who will benefit from the program. Invite them to take part in the project and find out more about the club.

## Membership Campaigns

24. **Participate in Pilot Clubs International awards programs.** Make the most of the awards programs developed by Pilot International by planning a special event and motivating people to participate.
25. **Run club contests.** Creating a competition out of "Who can invite the most new members?" This is a successful activity. Will it work for your club?

## Quick Market Research

26. **Conduct a Community Needs Assessment.** Perhaps the best way to recruit and retain members is to tie your club to the community. A Community Needs Assessment can help your club discover new projects, ones of special importance and need in the community.
27. **Keep former members on your list.** Send your newsletter and other announcements to former members to keep them up-to-

date on club activities. Invite them to club events and include them in volunteer opportunities.

**28. Monitor member activity.** Do you know a Pilot who has been inactive in their membership, perhaps not coming to meetings or service projects? Talk with them. Let the member know you are thinking about them and would like to make their experience better.

**29. Conduct a new member or prospective member needs appraisal.**

**New Member Needs Appraisal:** Identify what motivated each new member to join and help them reach their goals. Encourage them to use talents and skills by matching them with projects they will find rewarding.

**Prospective Member Needs Appraisal:** Are you familiar with what people in your community are looking for when considering becoming a member of a community organization? Consider creating a questionnaire for nonmembers to fill out. You may find very interesting information about how your club can gain new members.

**30. Conduct a survey.** The Former Member Satisfaction Survey includes a questionnaire that a designated club member is asked to complete with the exiting member as well as an instruction sheet guiding a club through the interview process. Create an atmosphere where your Pilot Club will be less likely to drop their membership.

## Developing a Membership Marketing Campaign

### Step 1: Identify Your Target Markets

A target market is the audience or group that you plan to reach. Consider the following groups:

General Public	Business Associates
Membership referrals	Family
Friends	Non-member volunteers
Retired People	Educators
Community Leaders	Program Benefactors

### Step 2: Review and Analyze Previous Programs

Collect information on previous membership growth and retention programs. Scrutinize the effectiveness of each program and discuss ways in which they can be improved. Be sure to include the most effective programs in your new plan.

### Step 3: Chart your Strategy

Choose a target market and then outline how your club will approach each group. Think. This can be done using a variety of methods. Usually, a combination of approaches is more effective. Make sure that you include the techniques mentioned in this brochure. You may wish to solicit each target market using several different techniques.

Markets	Strategy	Action Plan	When?
General Public	Radio	Broadcast from	January
Non-Pilot	Direct	Special Event	February
Volunteers	Mail	Send special edition newsletter	

### Step 4: Allocate a Budget

Review your written plan and identify items that will have an impact on the budget. Outline the expenses and estimate the total cost for each project, then obtain approval for each expense item. Attach the written budget to your plan.

### Step 5: Delegate

Appoint a member to be responsible for each item outlined in your written plan. Explain their responsibilities and the timeframe in which results are expected. Make sure each member knows the details of their responsibilities and provide training if needed.

### Step 6: Follow-up

Request a status report at each meeting to monitor the progress of the program. Consult with committee members privately if you suspect any problems. Solve problems and offer support as soon as possible to keep the program on track. Monitor the results and note the changes that should be made in future programs.

Adapted from: 30 Marketing Ideas - Is Your Club Keeping its Service a Secret - By Lions Clubs International