



PILOT
INTERNATIONAL

Do More. Care More. Be More.

Florida District: Membership Recruitment Ideas

We want to hear from our FL District clubs about their membership! The purpose of this survey is to collect information on successful membership recruitment activities so we can share them with all of our clubs. Please use this form to submit your membership recruiting activity along with some important details. **We ask that you submit one form per activity.** You can download this form on your computer, type and save, and then email the form to the Membership Coordinator, Kathryn Christmas, at Kchristmas52@gmail.com. If you have any questions, feel free to email Kathryn.

1. Please type the name of your FL district club.

2. What is the title of your membership recruiting activity? (e.g. Pilot meet and greet, dinner event, etc.)

Membership: General Description

With this section, you will provide a short description of your membership recruiting activity **(5-10 sentences)**. You can choose to answer the following:

- What happened? What actions did you have people do for/at this activity?
- Where was this activity? (e.g. specific venue, online, club meeting, etc.)
- What major supplies were needed for this membership activity?
- How long did it take to plan this activity?

3. Provide a brief description of your membership recruiting activity:

Membership: Other Details

With this section, you will answer other key information about your membership recruiting activity.

- 4. How much did the membership recruiting activity cost to execute? Please type a number, you can put an estimate if you do not know the exact amount.**

- 5. How many new members were recruited after this activity? Please type a number.**

- 6. How did you promote this membership recruiting activity?**

7. In your own words, why was this membership recruiting activity successful?

8. *Optional:* If you could give ONE piece of advice to a Pilot member who asks how to continue to retain members, what would it be?

9. *Optional:* Can we contact you in the future to learn more about your membership recruitment? If yes, please put down your full name and the best phone number and email address to contact you. Our Fundraising Coordinator will reach out to you.

10. *Optional:* If you would like to share files (e.g. fliers, invitations, programs, photos, video, planning documents, etc.) from your recruitment activity, email files to Kchristmas52@gmail.com