

BUILDING CLUB MEMBERSHIP DECISION GRID

Club members brainstormed ways to increase club membership.

Each idea was then evaluated on the following two criteria:

- The impact to gaining new members – many or few (as well as financial impacts)
- The effort it would take to implement the idea – one person or many to do (as well as time involved to implement)

Ideas were then placed in appropriate grid section as listed below.

		IMPACT	
		HIGH	LOW
EFFORT	HIGH	<ol style="list-style-type: none"> Contest to see who can bring in the most members. Club booth at job fair. Club booth at Auburn fair. Each member brings at least one guest to meetings. Put photos of members with their guest in the newsletter. Do a speech craft at an open meeting. Create a web page for the club. Do a site link on the library web page. Deliver flyers to local businesses. Customize fliers to address specific interests of potential members. Appoint a "closer" person to target potential members. 	<ol style="list-style-type: none"> Put up posters/fliers at art walk. Put up posters/fliers at craft fairs (churches, etc.) Re-do the demo meeting (make it recurring). Deliver flyers to county offices. Update information at the county library.
	LOW	<ol style="list-style-type: none"> Post photos and videos on Facebook and YouTube Post articles in Placer County Intranet. Send fliers to the Chamber Do an article for the newspapers; use club news sections Set out old TM magazines for our guests; include club meeting info on the cover Set out old TM magazines in public areas with our meeting info on the cover. Talk up TM at meetings outside of work. Setup Networking dinner meetings- Taco Tuesday 	<ol style="list-style-type: none"> Wear TM pins and badges. Contact former members