

5 Tips on Communicating with Members



1. Regularly communicate with your members as they promote, praise and sell your club in the community. Regular communication will assist in not only getting the members to stay with your club, but may help in encouraging new membership. Regular communication from your club indicates to your members they are valued customers or stakeholders .

“they are called stakeholders because if you don’t look after them , they’ll come after you with seven foot stakes”. Rob Thomsett

2. Create a communications plan so that it is very clear about:
 - who to communicate with
 - the topics to be covered
 - what method of communication will be used
 - when the communication will happen
 - who will be responsible for developing and sending the communication
 - the budget allocated for the communication

Put a person in charge to implement the plan

*Sport Waitakere can provide a communication plan template.

3. Start the year with a ‘Welcome to our Club ‘information sheet. This may include...
 - A welcome to new members or thanks to those that are returning
 - An introduction of club leaders/committee
 - The club’s values to be respected by members
 - The club’s purpose and vision for the future
 - Fees for the year and when they must be paid by and how they can be paid
 - Some key events or dates
 - The process members should follow to provide feedback- opinion- raise issues
 - Other information

4. Understand your customer s. Find out how members prefer to be communicated with and how often.
 - Do they prefer emails or printed newsletters? This can be part of your registration form or process.
 - Could you put a newsletter on the club website and send members a text to encourage them to read it?
 - Could you run a little competition for some sports gear or club hospitality for those that read the newsletter?

*Sport Waitakere can assist your club with member surveys.

5. Regular communication with your members helps to share your club’s vision and your club’s successes. Public opinion on your club does play an important role as future participants compare your club with other clubs and other sports nearby.

“Your community is a network of relationships”.