

100 Ways to Recruit New Members

Clubs are always looking for ways to grow and recruit new members, there are many things club members can do in order to attract new members. Here are 100 viable approaches that you could use in order to recruit more members to your squash club.

1. *Get a decent website and keep it up to date!*
2. *Embrace social media and use it regularly – Facebook/ Twitter*
3. *Advertise in newspapers & local community magazines*
4. *Have a clear club goal & a strategic plan – how else will you know if you're 'on target'*
5. *Letters or personal contact with local businesses – invite them down*
6. *Contact with local politicians – do they know what a great community facility you are?*
7. *Place customised bookmarks/ flyers in library books (get permission first)*
8. *Have a stall/ demo at local festivals/ seasonal shows/ school fetes etc*
9. *Get regular news articles in local press it's free advertising!*
10. *Enlist a member to be responsible for increasing the club's profile in the media*
11. *Place flyers in doctors' offices, hospitals, cafeterias, supermarkets, etc.*
12. *Host an open day*
13. *Set up a Big Hit 'Play It' session in partnership with ESR*
14. *Give 'membership' a slot at every club meeting and discuss what more you could be doing*
15. *Enlist a member to be responsible for increasing the club's membership*
16. *Put together guest information packs for anyone who comes to your club*
17. *Work with local schools – guaranteed new members every year!*
18. *Invite family members to join*
19. *Send letters to people in the press with an invitation to visit the club for an event*
20. *Print club business cards for members to give out to people they meet*
21. *Introduce and get behind racketball*
22. *Make sure your club is featured on any local council or CSP databases/ websites*
23. *Make prospective members feel important and help them settle in when they join*
24. *Honour outstanding members with awards and publicise these awards in local media and online*
25. *Don't take age or ability into consideration – make sure your club truly caters for all*
26. *Introduce a new beginners' box league to encourage new players to get involved*
27. *If you have a gym, set monthly fitness challenges and provide a leader board for members*
28. *Contact your local U3A (University of the 3rd Age) group = 8+ racketball members guaranteed!*
29. *Get in touch with schools that run the Duke of Edinburgh award – squash is a great 'new sport'*
30. *Run social events – new members will want to join an exciting, vibrant, fun club*
31. *Host community events – quiz nights/ race nights etc*
32. *Use group email to keep in touch with your members regularly*
33. *Put posters in public areas*
34. *Get parents of current juniors playing racketball*
35. *Have a reward program for those who bring in new members – make the effort worthwhile!*
36. *Create a fun environment at the club*

37. Offer short term membership packages so new members aren't over committed straight away
38. Invite the media to cover club events, it's much better than just sending a report afterwards.
39. Use word of mouth, you are connected to thousands of people via all of your current members
40. Network with co-workers, friends, and family and encourage all members to do so
41. Follow up any expressions of interest quickly and show an interest in each person
42. Update your notice boards, give the club a lick of paint, put up some new imagery on the walls
43. Lead by example—how many members have you recruited?
44. Offer other sports and activities at your club to build team spirit e.g. have a Squash Club 5-a-side team, or enter a team into a local running event or regular pub quiz team
45. Provide guests with a free drink at their first club night and list it as a benefit
46. Survey your current members to find out how the club could be improved and take action
47. Get some decent club clothing that members will want to be seen in- free marketing
48. Create a link with other sports clubs – 66% of squash players play at least 1 other sport too!
49. Improve the signage at/ to your club
50. Ask the local council for help
51. Set up a Squashercise session for local mums
52. Link to other clubs through your CSP and share best practice
53. Ensure the club participate in community events
54. Get more coaches qualified so you can offer more frequent sessions for beginners
55. Consider revising your pricing structure to ensure you appeal to a wide range of people
56. Use your good juniors to act as role models – get them along to schools and taster sessions
57. Circulate the club newsletter widely i.e. more than just to current members
58. Design a club brochure and make a PDF version available on-line
59. Hold recruiting events with two or more clubs to share costs
60. Contact your County Sports Partnership and ask them for help
61. Wear your club's shirt/ tie/ pin etc to work
62. Mention your club at meetings of other organisations you work with
63. Use QR codes on flyers and posters so people can scan straight to your website
64. Get on the local radio – the BBC have local sports shows that area always looking for news
65. Try a letter drop inviting local residents to a specific open day/ coffee morning/ taster session
66. Ask every member to recommend 3 prospective new members and write them an individual letter
67. Make the club fun and ensure that this is reflected on your website etc
68. Give every member a club bumper sticker for their car
69. Allow other organisations to use your club for meetings (bridge/ WI/ scouts/ community groups)
70. Target students – they're free during the day when your courts are quiet!
71. Bring your co-workers to a team building afternoon at the club
72. Hand out invitation cards for a "Free" coffee at the club to any local group who wants to come for a taster session
73. Do some research into the demographics of the area around your club – see sportengland.org – and make sure you're targeting people that suit your actual market
74. Have incentives for recruitment – give your members a reason to recruit (e.g. free courts/ drinks)
75. Aspire to make all parts of your membership experience 'great'. If anything isn't great, improve it!
76. Consider getting or updating your Clubmark award
77. Run regular competitions that cater for all – not just the 'good' team players
78. Boredom kills clubs – make sure your club keeps things fresh!
79. Ask newly joined members how they are getting on and if they have any ideas for how to appeal to more people 'like them'
80. Make sure your club appeals to women – perhaps try a specific campaign aimed at women
81. Make sure your club is clean! First impressions count for a lot!

82. *Police/ Fire service/ Army cadets etc – all local groups that would love to play squash*
83. *Use the skills that your members have – do you have an expert web designer/ marketer?*
84. *Put videos on You Tube & link to them via Facebook etc – a great way to show people your club*
85. *Have a large poster that lists all the members who have introduced a new member in the past year to say 'Thank You'!*
86. *Display a thermometer showing progress towards club's membership goal*
87. *Feature a member's "benefit of the month" on the club website*
88. *Develop a welcome pack from the Committee for all new members explaining who's who*
89. *Contact all members who have left in the past 3 years and invite them back*
90. *Welcome new members in newsletters and introduce them to 'the family'*
91. *Regularly check the web for new ideas*
92. *Invite spouses to social functions*
93. *Pass out free M&Ms to remind current players that we need "More Members"*
94. *Make people feel welcome as soon as they set foot in the club*
95. *Run a Facebook or Twitter competition offering a free 3 month membership to new sign ups*
96. *Set up a Satellite Club – speak to ESR to find out how!*
97. *Run targeted campaigns at certain times of year – students in September, a weight loss group in the New Year*
98. *Consider linking to other clubs e.g. joint tennis/ squash memberships or add some gym equipment or fitness sessions to appeal to broader range of potential members*
99. *Make sure you have an up to date, detailed and usable database of members and key contacts*
100. *Do NOT just wait for new people to join! All clubs must be proactive!*