

GYRO MEMBERSHIP CHALLENGE: THREE BOLD STEPS UP TO HIGHER MEMBERSHIP

Please note: This is a suggested script/action plan to accompany the PowerPoint slide show and PDF slide show originally given at the GYRO International 2018. Guidance remarks that are not necessarily part of the script will be **in RED TEXT like this**. We feel that all three steps are an interconnected part of the Challenge and hope clubs that will use them will enjoy the same success we have had. **(This script is a just a guide. Use your own words/style for best result)**

SLIDE 1

We have struggled with our lack of success in bringing in new members. In all of 2017 our club of 34 members signed up only ONE new member! Then two of our Board members, Lyle Larson and Dave Hagford, created a plan which you will now hear about, and it has electrified the recruiting efforts of our club.

SLIDE 2

They call it GYRO MEMBERSHIP CHALLENGE: THREE BOLD STEPS UP TO HIGHER MEMBERSHIP. **We knew recruiting the same way as before was not giving us results. We needed to find another path to growth.**

SLIDE 3

Bold Step One is to LISTEN.

“When you talk, you are only repeating what you already know; but when you listen, you may learn something new”. Dalai Lama

This is the crucial first step. The creators of the Challenge were convinced they needed to hear what people truly thought about GYRO. They then recruited five current members and five people who were NO LONGER members to get their insights into the GYRO experience. With the promise of absolute anonymity, each was sent a questionnaire. **(included as an**

attachment to this email) Then each individual sat down over coffee with Dave and Lyle and, for sessions as long as two hours, discussed their opinions, experiences, and feelings about GYRO. The result gave our Board some valuable insights into creating more interesting meetings and social events as well as a better understanding of the different things GYRO means to each individual (The key is the members knew they could speak freely and frankly and the discussions were carried out one-on-one, not in a group setting. I won't share specifics because each club will have its own issues and needs)

SLIDE 4

Bold Step Two. TEAMWORK MAKES THE DREAM WORK.

Many have said before me, **“When everyone is responsible, no one is responsible.”**

It's a simple matter of awareness and accountability. The Step Two solution was to divide our membership into teams of 4 individuals, each with a leader chosen for his willingness to invite prospects. These small teams cooperate on making sure the prospect is introduced around at the meeting, thanked for coming, and called again to the next meeting. This has proven to be a very effective approach, and the team inspires its own members to invite prospects. It's catching! One eleven-year member who has NEVER invited a prospect, brought his first one in June. And he was excited about it! (Believe me when I say it's exciting to everyone to see the renewed enthusiasm. Be sure team leaders are fully on-board because they will make this part really work well.)

SLIDE 5

This board is on display at the entrance to all our meetings. The left panel lists our social events planned for the year for reference. The right panel lists the members of each of the eight teams. The center panel shows the progress of each prospect (3 meetings and 1 social event required for membership) and the team that sponsored him. Progress is shown with post-it notes that can be moved “up the ladder”. (The board can be easily hand-drawn on poster board)

SLIDE 6

An advertising exec I knew repeated the adage, “We know 50% of our ads work, we just don’t know which 50%.”

Give your members a variety of tools to interest a prospective member. We have created a one page brochure with a description of our club, activities and members for distribution, and we pass out a business-sized card explaining who our speaker will be at the next meeting,

SLIDE 7

The handout brochure we created can be folded to pocket size.

SLIDE 8

The business cards are printed prior to each meeting and highlight the speaker and date for the next meeting. (The business card paper can be purchased at most chain business supply stores and are very inexpensive and easy to print and use.)

SLIDE 9

This list of upcoming speakers is also on display at each meeting. It’s a very useful and handy reference for those who want to use a speaker as a reason to invite a prospect. (A note about speakers. Our club considers our speakers to be one of our strongest selling points. Each member is assigned a year in advance to enlist a speaker. We do not pay a speaker fee, but have had great success getting experts in many fields: local public officials, local business and civic leaders, medical and emergency technicians, professors, etc. to come and talk to us.)

SLIDE 10

The Third Bold Step is the competition. All the members of the team that recruits the most new members gets a gift certificate to a local restaurant. It’s not enough to cause any friction, but just enough to

sweeten the challenge.

SLIDE 11

Enhancing the competition are the little stick-on buttons (\$1.00 for 20 at the business supply store). When a new member signs up, his sponsor gets the stick-on button for his name tag.

SLIDE 12

8 new members. That's the goal we set out for the year. This would bring our membership from 34 up to 42. It's a number we felt was achievable, yet still a stretch.

SLIDE 13

6 Gets Us 10. The program started in April. We had 6 meetings between April 1 and June 30. (2 a month) **THOSE SIX MEETINGS BROUGHT IN 10 (TEN) NEW PROSPECTIVE MEMBERS!!** This is truly an exciting result! But it gets even better...

SLIDE 14

4 . FOUR is the number of new members that have joined our club since the Challenge began in April. Correction: On the last day of June, Lyle, our Membership Director, received a **FIFTH** application to join our club!

SLIDE 15

Email addresses for Lyle and Dave, the creators of GYRO Membership Challenge. They are available for more help if needed.

(As I said at the Convention, I was a sceptic when I first saw this. But now I've seen it work and I'm a believer! I believe every club can use this to increase their membership. If our club can do this, every club can. It's really exciting to see it happen, so do it for your club.