



## How to Promote Inner Wheel & Increase Membership

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Inner Wheel Club  
of East Sacramento

### AVERAGE AMERICAN HASN'T MADE A NEW FRIEND IN 5 YEARS

- 45% of adults find it difficult to make new friends\*
- Our number of friendships decreases as we get older
  - starting around age 25
- 45% of adults said they would go out of their way to make new friends if they knew what opportunities to take



\*2019 study on social dynamics of 2,000 Americans conducted by OnePoll in collaboration with Evite



Inner Wheel Club  
of East Sacramento

## OUR VALUE PROPOSITION

- **Why did YOU join Inner Wheel?**
  - Friendship & fellowship
  - Service; To positively impact my community
  - Leadership
  - Mentorship
- **Don't be interesting. Be interested.**
  - Listen, Seek Similarity, and Celebrate
- **IW's impact is both global & local**



## 60 ACTION ITEM IDEAS\*

1. Bring a guest to meetings
2. Advertise (get creative, do it through HS grants, yearbooks, community newspapers)
3. Have a clear club goal & a strategic plan
4. Letters or personal contact with local businesses
5. Contact with Chamber of Commerce
6. Place customized bookmarks in library books

\*Modified list from: <https://site.clubrunner.ca/Page/100-ways-to-recruit-new-members>



## ACTION ITEMS

7. Have public meetings at malls, outdoors, etc.
8. Have a booth at malls, fairs, festivals etc.
9. Place pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
10. Host an Open House
11. Hold a club assembly only on membership
12. If you have a Rotary Club, ask Rotary Foundation alumni to join



## ACTION ITEMS

13. Give the membership chair one minute at every club meeting
14. Put together guest information packets
15. Service projects that serve a need in the community
16. Invite family members to join
17. Send letters to people in the news with an invitation to visit the club



## ACTION ITEMS

18. Print club business cards with club meeting location and time
19. Hold wine and cheese receptions for prospective members
20. Have a special guest day
21. Make prospective members feel important
  - Honor outstanding community members with awards



## ACTION ITEMS

22. Make some meetings social events
23. Build a club web site
24. Use group email to promote your club
25. Put posters in public areas
26. Ask corporations and employers to sponsor or subsidize membership
27. Have a reward program for those who bring in new members
28. Create more fun!



## ACTION ITEMS

28. Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees
29. Invite the media to cover well known speakers
30. Follow up with guests
31. Have members give talks at other organizations
32. Provide guests with free meals



## ACTION ITEMS

33. Look for members in ethnic groups not represented in your club
34. Provide brochures for new employee packets in members companies
35. Advertise at sports events
36. Hold joint meetings with other groups
37. Share your club's successes with other clubs
38. Participate in community events



## ACTION ITEMS

39. Write press release to the newspaper about the campaigns your club is working on and club successes or events
40. If a prospect can't attend your meeting due to time, suggest another club
41. Circulate the club newsletter widely
42. Design a club brochure
43. Hold recruiting events with two or more clubs



## ACTION ITEMS

44. Form/join a speakers' bureau
45. Wear your club's pin
46. Mention your club at meetings of other organizations during announcements
47. Send newsletter to guests
48. When asked about your leadership skills & career success, tell them about your club
49. Ask every member to submit 3 prospects to the membership chair



## ACTION ITEMS

50. Give every member a club decal or bumper stickers for their car
51. Give testimonials about your club while guests are at the meeting
52. Practice selling your club at Club meetings—have a one minute elevator speech ready
53. Conduct a Membership Satisfaction Survey



## ACTION ITEMS

54. Make direct contact with women's business associations
55. Assign every member to a 5 person recruitment team—each team brings in a new member every six months
56. Develop a welcome letter from the president for all new members
57. Contact all members who have resigned in the past 3 years



## ACTION ITEMS

- 58. Recognize new members in newsletters
- 59. Invite spouses to social functions
- 60. Pass out M & M candy to remind members that “Membership Matters” and that we need “More Members”



## SUCCESS

- Depends on the 2<sup>nd</sup> letter, “U”!
  - You are the best billboard for Inner Wheel
- Social media branding
  - @EastSacIW**
  - <https://eastsaciw.org>
  - [www.facebook.com/EastSacIW](http://www.facebook.com/EastSacIW)
  - Eastsaciw@gmail.com**

Be transparent and post about your club’s activities to your personal pages, show off all of the fun we are having!

