**New Members**

**Club Self-Assessment & Checklist**

This simple audit tool is aimed to help clubs reflect on how they attract new members and how potential new members may view the club and then join. It is hoped that it will prompt discussion for club committee members and assist you in determining any actions that may be required to further develop your club.

Some of what you find below will seem obvious, but it’s amazing how often the obvious is overlooked. By contrast some elements may not be relevant to your club. Use this self-assessment tool to suit your needs and to promote a wide-ranging conversation about your club’s growth and development.

This self-assessment is divided in three sections:

Contact

The hardest part of attracting new members is making it as easy as possible for them to find that your club exists. For example:

* + - * How do potential new members find your club, what are the first impressions given out by your website, posters *etc.*?
      * Does your promotional material reflect the club you are or aspire to be?
      * How geared up are you for receiving new members?

Connect

So, a potential new member has discovered that your club exists, how and why do they make contact with you?

Retain

After a potential new member has made contact and perhaps attend a couple of meetings, wall session or the like, how is the enquirer converted to a club member.

How to Use this Form

Some areas are a simple yes/no answer, others will be more nuanced and require a score. Complete with a yes/no, ✗or✓; give yourself a score of 1 to 5 for the nuanced areas. As a committee member it can be difficult to look at one’s club with fresh eyes, to consider ‘how we might appear to someone new’ but in order to make the most of this exercise it is crucial that you challenge yourselves to attempt to do just that.

It is also likely that there are aspects of your club that are not covered below, just add them into the blank squares for your self-assessment.

Make notes in the follow up action box.

Use the results and your commentary to develop an action plan and discuss with the wider membership to address areas that you identify as requiring attention.

Contact

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Club has a dedicated website | Site is checked & maintained annually | Contact details are maintained annually | Site describes activities undertaken by club | Site has pictures of all types of activity undertaken by club | Site has video welcome message/ club description. | Pictures / videos show age mix | Pictures / videos show gender mix | Pictures / videos show ethnicity mix |
|  |  |  |  |  |  |  |  |  |
| Site lists activity meets | Site lists social meets | Site has write-ups / pictures / video of meets. | Photos and meet descriptions are updated at least annually | Site describes membership benefits. | Club is BMC affiliated | Site describes benefits of BMC affiliation | Club details on BMC clubs page are up to date:  [www.thebmc.co.uk/organisations/clubs](http://www.thebmc.co.uk/organisations/clubs) | Membership requirements clearly stated on website |
|  |  |  |  |  |  |  |  |  |
| The club makes use of:  email,  Facebook,  Instagram  Twitter  WhatsApp  Heja  Other | Newsletters, updates, meets information etc. are coordinated across all platforms used by club. | Club advertises with physical posters and leaflets | Posters and leaflets are placed at:  climbing wall  outdoor shop  Leisure centre  Scouts/Guides  Local Authority ‘activity’ team  Library  Surgery  Other | All promotional material contains up to date contact details. | Club has links with local organisations *i.e*., Climbing Wall  Duke of Edinburgh coordinator  Leisure centre  Community centre  Outdoor retail  University  College |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Notes/Follow up actions: | | | | | | | | |

Connect

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Membership sec’ uses standardised response that recaps club’s info’ and offers personalised meeting date to enquirer. | Club has weekly activity or social based gatherings | Weekly activity gatherings occur for all advertised activities | Weekly social gatherings are suitable for first attendance of potential new member | Potential new member is welcomed to gathering by membership sec’ who takes responsibility for introductions | Other club members are advised in advance of attendance of potential new members and asked to make themselves known and welcome. | Club holds ‘turn up and try’ events - i.e., bouldering, climbing, walking, navigation | Turn up and try events are promoted well in advance across all club media and in other outlets *i.e.,* community centres, leisure centres *etc*. | Application process is as simple / open as possible (or is it a barrier to your club?) |
|  |  |  |  |  |  |  |  |  |
| First year membership is free/reduced rate | Full membership not required for *x* months or *y* meets |  |  |  |  |  |  |  |
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| Notes/Follow up actions: | | | | | | | | | |

Retain

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Club has a ‘buddy’ system where one or more experienced members are allocated to guide/ encourage new member. | New members prioritised for training by peers, or BMC / other courses. | Club buddy to advise and guide new member on first few overnight meets. | When new members ‘sign up’ they are welcomed formally in club newsletter / other communications. | Member Sec’ carries out an informal ‘how’s it going’ review after first year of membership. | Club seeks feedback from recent members on finding the club / approaching club / first impressions *etc*. | New (prospective) member has access to club equipment. | Club carries out periodic surveys of the whole membership |
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| Notes/Follow up actions: | | | | | | | |