

Name: _____

Club: _____

New members

When your club starts a new member what techniques do you use to maintain their interests and learn about their goals and needs and what do you provide them.

Do you allocate a mentor **Yes No** *If not why not consider this*

Do you provide a start kit **Yes No** *If yes to this, what is in it? Your feedback is valuable*

(eg: Log book, BGK, Contact list of all members, Roster, video, Instructor list, coming activities, next committee meeting, minutes of last meeting, newsletter, goals, targets and achievement goals, club constitution, GFA constitution, etc)

Do you assist with car pooling or travel **Yes No**

Do you put them into an ab-initio email group **Yes No**

Do you advise all instructors **Yes No**

Do you plan out their progress and attendance **Yes No**

Do you plan their DI rating or winch rating **Yes No** *Or further*

Do you do formal collective briefings/debriefings **Yes No**

Do you ensure they progress quickly **Yes No**

Do you start early in a pre-arranged manner **Yes No**

Do you explain that the first actual goal is GPC **Yes No - Not solo**
The emphasis needs to change from we are going to teach you to fly, to we are going to teach you to become an independent soaring pilot.

Other _____

Name: _____

Club: _____

Existing Members

This may be students, ab-initios, stall warts, or your average club member. The following refers to your club!

Do you know what each members wants? **Yes No**

If yes, when did you survey them last, provide a copy of the survey and summary of the results. If the answer above is no, what are you doing about it?

Do you have a goal/achievement system? **Yes No achievement**

hierarchy – A,B,C, Silver, etc competition, coach, instruct etc

Do you ensure every member goes home happy? **Yes No**

If so, how do you think you are achieving this and how do you know? If not what are you doing about it?

Do you frequently do social things? **Yes No** *How often*

Do you involve and look after family? **Yes No**

Do you set goals? **Yes No**

Do you set cross country tasks? **Yes No**

Do you provide variety? **Yes No**

Do you do away camps? **Yes No** *How many/year*

Do you involve your members in planning? **Yes No**

Can you improve member satisfaction? **Yes No**

Do you recognise achievement? **Yes No**

Do you encourage cross country? **Yes No**

Do you recognize club contributors? **Yes No** *best winch driver, most hours flown, most flights done. best first year member, best tug pilot etc?*

Do you communicate to all members each month? **Yes No**

Do you give a summary of the weekends activity to members via the web or email group? **Yes No**

Do you already have, or have plans to provide an interactive web site which provides, a booking system for accommodation, aircraft, instructors, coaches – on line club weather, feedback forum, interactive roster, calendar of events, auto email broadcast systems etc. Make technology work for improving member relations and satisfaction

Yes No

What strategies do you adopt to ensure members satisfaction

Name: _____

Club: _____

Business plan

A **business plan** is a formal statement of a set of business goals, the reasons why they are believed attainable, and the plan for reaching those goals. It may also contain background information about the organization or team attempting to reach those goals.

Does your club have a 2-5 or 10 year strategic plan? **Yes** **No**

If not why not. If you do please provide a copy to your RDO

Have your members been a part of the creation and review process?

Yes **No**

Does your strategic plan include a business plan? **Yes** **No**

If yes, what does your business plan include?

- ☐ Membership satisfaction and enjoyment
- ☐ Fleet
- ☐ Membership growth
- ☐ Facilities
- ☐ Services
- ☐ Airfield Tenure
- ☐ Hangarage
- ☐ Social requirements and plans
- ☐ Accommodation needs and plans
- ☐ Communication – web, verbal, sub-committees
- ☐ Succession planning
- ☐ Finances
- ☐ Insurance
- ☐ Limits
- ☐ Contingencies
- ☐ People resources
- ☐ Promotion, recruitment efforts
- ☐ Development internal
- ☐ Time frames
- ☐ Other

Please provide a copy of both your strategic and business plan to your RDO for consideration and ideas both for others and possibly for your club.

Strategic planning is the formal consideration of an organization's future course. All strategic planning deals with at least one of three key questions:

"What do we do?", "For whom do we do it?", "How do we do it better?"

Name: _____

Club: _____

Lost members

Does your club actively follow up lost members? **Yes No**

find out why you lost them?

We wish to start up a database of why members are leaving. Only through this understanding can we address the weaknesses and modify the way we do the sport. Provide a breakdown of the reasons for the last 12 –24 months. If you don't do this at present it is strongly recommended that you start doing it.

Do you log and address any problems? **Yes No**

Do you invite past members to social events? **Yes No**

Do you offer alternate forms of membership? **Yes No**

Do you retain the members details? **Yes No**

Do you send offers or newsletters? **Yes No**

Has your club surveyed its members **Yes No** *What do they want, like, dislike? Does the club need a copy of another clubs survey to get them going If you have done this what were the results please forward a copy of both the survey and results to your RDO*

What other strategies does your club adopt to minimise lost members and understand why you lost them? _____

What results have been received so far on exit polling lost members.
Please provide a detailed copy to your RDO.