**Re-Engagement and Retention of Members Post COVID**

**Why people engage in sporting activities, such as gliding?**

* Refer to the presentation on Club Culture and Maslow’s Hierarchy of Needs

**What is your Social ROI - Return on Investment to your members?**

Social return on investment (SROI) is a principles-based method for measuring extra-financial value (such as environmental or social value not currently reflected or involved in conventional financial accounts). It can be used by any entity to evaluate impact on stakeholders, identify ways to improve performance, and enhance the performance of investments.

**Some members won’t come back. Why?**

**Financial**

* No work, loss of job, no disposable income, extra money to be found for check flights
* Cost of getting to the airfield and staying for the weekend.
* Increase in insurance premiums for private owners. May mothball or sell up.
* Seniors – reduction in income due to loss of capital in Super portfolios

**Motivational**

* The longer the restrictions apply, the less motivation to return
* Without gliding, they have more money in the bank at a time when it is critical.
* May decide to wait until next year to return and then the motivation has gone.

**Social**

* What are your social activities?
* What are your charitable activities?
* Can that social activity be a fundraiser for the club or for a charity – RFDS has had online trivia nights.
* What’s your social responsibility community activities?
* What can you do online if groups stay at 10 for quite some time?
* Have you got an online chat group or social activity?
* Pick up the phone!

**Skill sets**

* Prior to COVID, a trainee has just gone solo and now they will have to re-train again at more expense. What’s your financial plan for them?

May not feel confident about ability to fly or instruct after considerable time away.

**Health**

* As an older person, the wish to engage with trainees or passengers in close contact will be conservative.
* Members may not be happy with club health cleaning regime
* Juniors may not be allowed to the airfield if parent/guardian not happy with cleaning regime.
* Social distancing may impact numbers to make it profitable.

**How will you market yourself post-COVID19?**

* Will you market that you have a cleaning regime in place?
* It’s a naturally self-distancing sport?
* How will you market training in close confines – even when you can?
* How will you allay fears of contamination?

**What financial plan have you got in place to attract members back?**

* How can you support people who have lost their jobs?
  + Easy payment plan of annual subscription or flying fees?

Do you have a checklist to return to gliding?

**What’s your ”value add” proposition the plan going forward to retain members? Eg., *can we get fries with that!!***

* What’s in it for your members to come back? What’s the carrot? What’s the “value add?”
* If I pay my full subscription on time, what do I get for it? A free tow at the beginning of the season or each month? What else?
* What social events can you plan in light of restricted gatherings?
* What other things can you do besides flying/gliding? Webinars? Courses?
* Loss of older members – what can you offer to help them stay?
* How will you stay engaged with members or ex-members?
* Do you send your newsletter to ex-members? Do you have a “marketing” list as opposed to a membership list?
* Continue online communication / events for those who can’t get to the club yet.
* Interclub events
* Flying events
* More flying from local members – what’s the carrot to make it worthwhile?
  + CAGIT?

**What steps are you taking?**

* Do you have a Risk Mitigation Strategy? Do you know how to do one?
* How will you manage the 10 people rule relating to social distancing?
* What flying activities have you got planned to engage members to come back?
* What’s your Cleaning regime? Have you done a deep clean?
* Signage in relation to social distancing, hand washing
* Closure of clubhouse areas. What areas will be closed?
* Return to Instructing. How will you do this?
* Return of Passenger flights. How will you do this?
* Larger clubs – How are you encouraging local members to fly more regularly?
* What’s your “Flight Plan?” (Refer to VSA COVID Safety Flight Plan on VSA website under COVID).

**What’s your risk of non-engagement?**

* Loss of members
* Loss of instructors
* Loss of passengers
* Age demographic
* Financial impact – loss of revenue
* Large clubs – what else?
* Smaller clubs – what else?

**Opportunities to create a “New Way” or “Do Gliding Differently”**

* Opportunity to challenge the status quo.
* How we look and feel into the future – the “New Side” (not Bouncing Back or Bouncing Forward)
* How we ensure that we don’t “go down the gurgler”
* If things are going pear shaped – take a risk on something different. It’s OK if it doesn’t work, but “If you Fail to Plan, You Plan to Fail”. Plan to Succeed, Don’t Plan to Fail. Have a Risk Strategy and make that your first agenda item each meeting to review. Should take no more than 10 minutes.
* Collaborate with other gliding clubs to see what is working for them. Collaborate, Communicate, Collaborate.
* Move out of your “comfort club zone” – Use the VSA Club Health Check to assess your club’s viability and membership health.
* Seek government funding.
* Liaise with your regional sports assemblies to help with risk strategies or planning or funding.

**How can VSA assist?**

If you would like assistance from VSA in relation to a project, a Project Funding Form is available. It is generic to cover all aspects of large or small submissions.

VSA’s return on investment is acknowledgement by marketing our logo and providing information on your project which we include in our funding submissions to Sport and Recreation Victoria. If we give you money, we are a sponsor!

Club in these challenging times need to be fluid, agile and flexible in their approach – it’s not going to be the same or “business as usual.

Want to know more about Membership Attrition, Retention & Recruitment?

Refer to the VSA Website <http://www.gliding.asn.au/index.php?option=com_docman&task=doc_download&gid=81&Itemid=181>