**Sample AAF Club Membership Recruitment Plan Instructions**

**1. What are your broad membership goals?**

· **Ask yourself:** How would you like your relationship with your members to change through this plan? What will you measure to know if you've achieved your goal?

· **Try this:** Make your goals concrete with numbers and by outlining specific actions you will take to get there.

**2. Who is your target audience?**

· **Ask yourself:** Who are you targeting? What are the composite characteristics and behaviors for each group?

· **Try this:** Delve into your data to refine your personas. If you have engagement tools like a private online community or marketing automation software, your members are generating valuable behavioral data ready for you to use in your personas.

**3. What do our prospective members need?**

If your club can't help to solve your members' problems, then they won't have a reason to engage or maintain their membership status.

· **Ask yourself:** What is each persona's most urgent and pervasive challenges? How can your membership organization and community help to solve them?  
· **Try this:** If you want to understand your members’ pain points, start with research. Using engagement tools like surveys and marketing automation, gather the behavioral data that reveals their problems, what they value, and how you can help them.

**4. How do we demonstrate value?**

The value your organization offers is how you will help to solve the problems and challenges your members face. Whether through quality content, connections with experts, webinar series, or networking opportunities, the value of your organization and community will give your members a reason to stay engaged.

· **Ask yourself:** What can I offer to solve my members' problems? What information, collaboration, or networking opportunities do they need?

· **Try this:** From the research you did in steps two and three, you should have a good handle on what your members need. Match their needs with the benefits you can offer.

**5. How do we ‘ask for the sale’?**

Many aspiring salespeople have the most trouble asking for a commitment from a prospect. This is the most critical part of the process and the most easily mismanaged. Asking for the sale before proving the benefit can scare the prospect off but waiting too long can result in a loss of enthusiasm.

· **Ask yourself:** At what point in the process should I be asking a prospect to sign up for a membership? What is the best method to do so? Email, personal phone call, at a social?  
· **Try this:** Give people a reason to “act now”. Provide them with a discount code for membership that expires after 2 weeks or offer an incentive (doesn’t have to be money) if they sign up during a membership recruitment event.

**6. Who is handling the process?**

It's important to have a clear outline of who among your committee is responsible for each aspect of your membership growth strategy so everyone knows for what they'll be held accountable.

· **Ask yourself:** Who will do the work? Who will monitor progress? Who is ultimately responsible for the goals being met?

· **Try this:** Consider having one person on your committee who focuses only on new member sign-ups and another focusing only on membership retention and satisfaction. Isolating those roles will help give your membership team clear goals and help define their tasks and roles.