



membership challenge



HELLO ONTARIO COUNCIL CLUB MEMBERS!

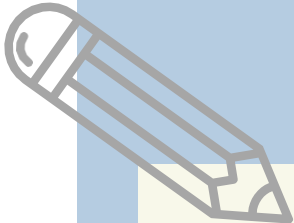
Last year many Ontario Council (OC) Clubs used several strategies to attract new and former members and successfully engaged them to be active in the clubs. We heard about such strategies and the OC Membership Committee looked to discover what has worked. We were very interested to learn of your success so the strategies and/or activities could be shared with all of the OC clubs.

We know there are many more ideas used this year, **so the contest is back!** Your club could win \$300 for Recruitment or \$300 for Retention.



It is very simple to enter – answer five questions for recruitment and/or five questions for retention in 250 words or less for each category. We are looking for any strategy/activity, with a focus on the last couple of years, with submission cut-off date of **April 15, 2023**.

CONTEST APPLICATION



NAME OF CLUB _____
CLUB CONTACT
NAME AND EMAIL _____

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Questions for Recruitment of New Members

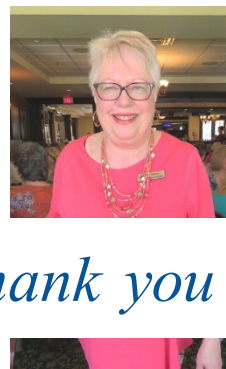
1. What was your single most effective strategy?
2. How did it work?
3. How did you measure your success? (Please give examples.)
4. What would you do differently?
5. Have you tried this before?

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Questions for Retention (Engagement) of New, Recent, and Long-Term Members

1. What is your primary strategy?
2. How did you measure your success? (Please give examples.)
3. What are the results of engaging new members?
4. Would you do anything differently?
5. Why is it successful?

Please send either a Google or Word doc to: pownall0720@rogers.com by April 15, 2023.



Thank you from the Ontario Council Membership Committee

