

Personal Touch Publicity

No matter how much outside publicity you generate for your event, remember, good publicity begins at home. Every club member is a public relations ambassador for your club. We are not only selling physical activity, but also fun, fitness and friendship. Be friendly, be enthusiastic.

A personal invitation is the key to winning over and keeping new folks every time, no matter how they come to be at your event. No matter how big your club, state or region becomes, personal invitations will never be replaced as the way we add new members.

Your primary club showplace is your Traditional event and your club meeting. It is here that a newcomer forms his first impression of your group. At your event, greet each walker with a firm handshake and a hardy welcome like "Welcome to our event. My name is _____ and I will be happy to answer any questions you may have. If you would like to walk first, I will be here when you return to tell you about our club and other events." Make sure to invite them to join your club.

At your club meeting, have someone greet everyone at the door of your meeting place. Introduce new attendees to as many of your members as possible. Feeling welcome and wanted is an important step in the member recruitment and retention process.

Use the personal contact information you obtained at the event to send a personal email letting them know you enjoyed meeting them at the event and invite them to your next meeting. Provide information on your club website address if you have one. And every club should have one!

Be sure that your website includes a link to the AVA national headquarters website, ava.org, so potential club members can find additional information about the entire association.