

AVA Webinar: How to Get / Retain New Members

Panel Members

Moderator: Karen Kaufman, Atlantic Regional Director, President First State Webfooters (Delaware) (AVA-0065), at_rd@ava.org

1. Ron Jones, Atlantic Deputy Regional Director, President Smith Mountain Lake (Virginia) Walking Club (AVA-0995), wanderingron@myyahoo.com
2. Fredericksburg (Virginia) Walking Club (AVA-0610).
 - Beth Stenstrom, Vice President, bethstenstrom559@gmail.com
 - Kay Shoemaker, Trail Master, sydnakay@yahoo.com
3. Holly Pelking, Pacific Regional Director, holly.pelking@yahoo.com
4. John McClellan, former RD, President Happy Wanderers Club (AVA-0717), Port Orange FL, john.mcclellan86@gmail.com

Frame of Mind, Attitude Important

- “90% inspiration / 10% perspiration.
- Positive, likable. Fun and Friendly! Passion and excitement too.
- Be in a learning mode. Anyone can do this, given desire and practice.
- Don’t re-invent wheel “It’s ok to be a copy-cat, just copy the right cat”
- “You can’t wring your hands if you are rolling up your sleeves.”

Get New Members

- Series of positive experiences and exposures.
- Invitation — Walk —— Club Membership — Solid Member
- Develop elevator pitch, plus rebuttals / answers to FAQ
- Social Media — Meetup, etc
- AVA tools: 1. “Come Walk with Us”. <https://www.youtube.com/watch?v=Hvh4i0gKWbs>.
2. New Walker Packet 3. AVA Publicity Toolkit <https://ava.org/new-publicity-toolkit/>
- Present to outdoor groups etc. Get person’s name & email address. “Warm leads”.
- Christmas party on Meetup or send flyer to email list.
- Free New Walker Packet (cost~\$10, if they join club later +\$10, it’s a wash.) Complete “10 walk challenge” = \$32 to organization (8 walks x \$4). Stream of income after that.
- Best time to ask for membership: after a good walk
- Don’t feel bad if “no”. Present the opportunity.

Retain New Members

- Make members your friends, they'll keep coming back.
- Avoid cliches.
- It's "their club", so listen actively. Be open to change and experimentation.
- Fun Group Walks! Go out to eat — "Food" is 4th "F".
- Set realistic expectations: Grow walk hosts, sanctioning, officers.
- But let 60% member participate as they want (solid member).
- Perfect situation: 2-3 new members who compete to get "10" Walks.
- Small giveaways. Recognition thru ceremonies, TAW articles.



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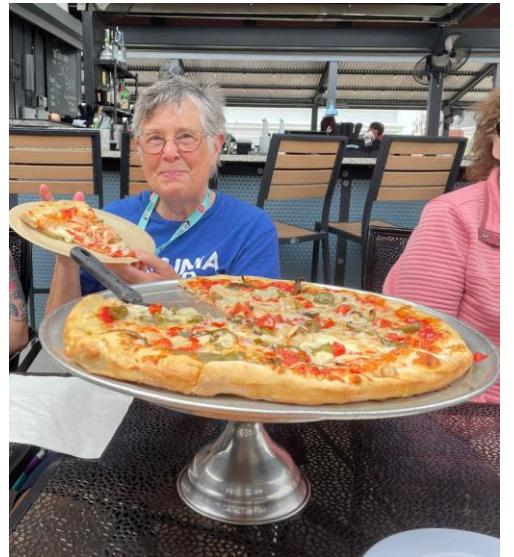
Food, Friends, Fellowship, and Fun
Fredericksburg, Virginia

Wide Variety of Walks Available





Sharing Meals is a Favorite Pastime



Social Events

We do more than just walk!



Fredericksburg Nationals Games

Riverside Theater for the Performing Arts

Look! The International Space Station overhead!

Cookie Exchange

Tours of Historic Places

Come Walk With Us!



WWW.WALKFREDERICKSBURG.BLOG

<https://www.facebook.com/groups/125808044159072>

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The Elevator Pitch

Definition: An elevator pitch is a brief, persuasive summary of an idea, product, service or yourself (or your club), designed to spark interest and open dialogue in the short time of an elevator ride.

Holly Pelking, PARD
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The 3 Cs of an Elevator Pitch

1. Clear
2. Concise
- 3 Compelling

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Scripts

Definition: a set of words or phrases for club members to use so they can respond easily to a person's question or interest without faltering or going off track.

When to use: while working at a start table, sitting at a checkpoint, during a workers walk or just standing in line at an event.

Holly Pelking, PARD
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AVA Webinar: How to Get / Retain New Members

"Widen access, then meet the public where they are"



1. Walks - *as often and as visible as possible*

(a) walk **every week & walk as a group**; walk your own YRE/SE with your club; use the **TGS** and **ACE-WG** sanctioning methods

(b) accept **alternate forms of payment**, like offering "blue dots" or a punch card; or *Paypal, Venmo or Zell*

(c) get your **walks on the OSB**, but keep your PSB and use the window clings

(d) carry **business cards**; sell club T-shirts w/distinctive color - *logo on everything!*

(e) encourage club members to **keep books** (20% do 60%) and do the *Centurion* program; and - encourage club members do AVA walks outside your own club - *help a fellow club!!*



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2. Social Media - *MUST USE!!* websites are 30-year-old technology, and some clubs still don't have one, but SM is where everyone is! *Less than 1/2 of AVA clubs use it!*

Making Social Media work *is work!* You have to be on it everyday – posting, replying, sharing your posts to others, etc.

- **Facebook** - is free and **#1** in the world; *visual – post photos; list events; and then SHARE, SHARE, SHARE!!*
- **Meet-Up.com** - is *ideal for AVA clubs iff* you meet regularly! It's free to the users, BUT - now \$300/yr for the club
- use **municipal online calendars** - City or County to post events
- use **Nextdoor.com** if you have it in your area



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3. OLD SCHOOL -- Here's the **7** places to talk about / advertise your AVA events:

1. Your Coffee Shop (or Grocery Store)
2. Your Library
3. Your Gym (or Shoe Store)
4. Your HOA clubhouse

AND

5. Your "other" Club! ;)



The Happy Wanderers

A Walking Club

We offer weekly free "fun walks" on Wednesday evenings and guided, curated 1-hour or 2-hour group walks on Sundays and other dates for only \$4 (to cover costs.)

Are you looking for a new social circle?
 Do you like getting outdoors?
 Want to get a little more fit?

Come  With  Us! 

You can walk with the group (moderate pace) or pick-up a map and strike out on your own... **Everyone is Welcome!** Many of our routes are suitable for strollers or wheelchairs, some allow pets.

The Happy Wanderers maintain 16 Walk routes available year-round, 2 Bike routes and 1 swim event, with public access. Check out our website:
www.happywanderersfl.org

Scan to discover!



Our guided walk locations include:

- Blue Spring SP
- Cocos Beach
- Daytona Beach
- DeLand
- Flagler Beach
- Hontoon Island SP
- Mt Dora
- New Smyrna Beach
- Ormond Beach
- Palm Coast Walk or Bike!
- Ponce Inlet
- Port Orange Walk, Bike & Swim!
- Sanford
- St Augustine
- Titusville
- AND
- Savannah, GA

 The Happy Wanderers Walking Club, Inc.

 FACEBOOK: "HappyWanderersAVA"

MEETUP: "Happy-Wanderers-Port-Orange"

 The Happy Wanderers are a registered non-profit organization affiliated with the American Volksporting Association.

America's Walking Club!





www.happywanderersfl.org

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