

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

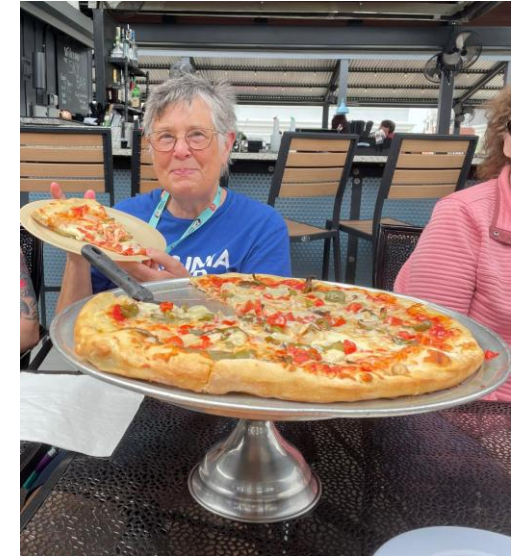
Fredericksburg, Virginia

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.

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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.

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

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

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! ;)

Parting Thoughts on USING THE "V" WORD... "VOLKSMARCH"

[illegible]