

### **Purpose**

The purpose of the Membership Plan is to provide a general overview of the structure and strategies to be used to retain and recruit members to the Saginaw Valley Torch Club.

### **Priority for the SVTC Club**

Membership retention and recruitment is a priority for the SVTC Club and expressed by the following actions:

- A Membership Committee has been formed with members from the Board of Directors and general membership. For 20011-12 the members are: George Heron, chair, Susan Crane, Charles Curtiss, Trisha Deming-Burns, Crystal McMorris, G Merriam, Philip Sarnacke and John VanLooy.
- The President in his General Address to the members on the web site, <http://saginawvalleytorchclub.wordpress.com/> expressed the responsibility of members to pro-actively recruit new members.
- A letter has been sent to all members of the SVTC Club which noted the honor of being a club member and provided suggestions to members to help recruit and retain members.
- Messages, ideas and successes in membership development will be posted on the web page.
- During the year club members will be encouraged to identify and invite prospective members to club meetings.

### **Retention of Members strategies**

Club members are encouraged to make every effort to welcome and integrate new and prospective members and to maintain standards that will continue to make the SVTC Club an honor to belong.

- A letter was sent to persons who have left the club in the last few years requesting them to consider rejoining the club.
- The Board of Directors work closely with the management of the Saginaw Club to make sure the facilities, services and meals are high quality and appropriate for the expectations of the members.
- A Program Committee has been established to identify attractive topics, prospective presenters and any support needed by the presenters to prepare an interesting and scholarly presentation.
- The SVTC Club has a policy for presenters to be members of the SVTC Club and other Torch Clubs. This policy commits members to participate in a core function of Torch, namely, informed presentations.
- The Program Committee, with support from the membership, identifies a special presenter for the annual Guest Night Program in May.
- The monthly attendance is reviewed by the Secretary and the Membership Committee is responsible for any follow-up actions to make sure members are able to attend meetings.

- The Board of Directors encourages the members to identify and make suggestions for any areas of improvement in making the SVTC Club attractive and successful.
- In order for members to understand the International Association of Torch Clubs, for which they pay dues, reports regarding the activities of the International Association will be posted on the club web page.
- Throughout the year members will be recognized for length of membership , membership recruitment and service to the Club
- Names of Club members who have distinguished themselves in service to the SVTC will have their name submitted to the IATC for consideration of the Silver and Goal Award
- The SVTC will make every effort to comply with the criteria for recognition of the President Award, granted to a Club in each Region who excels in the attainment of those criteria.

### **Recruitment of Members strategies**

Members are continually reminded that they became members because they were recruited and the health and survival of SVTC C Club depends on continual recruitment for new members.

- When a prospective member is invited to a SVTC Club meeting by a member, that person is a guest of the club and there is no charge for attendance. Future attendance as a guest becomes the responsibility of the sponsor.
- At the meeting, all guests are introduced before the presentation by the member who invites her/him. It is expected that the introduction give the members a general understanding of the background and profession of the guest.
- The membership Committee makes efforts to introduce guests to members, provides any information requested by the guest and follows up with the guest and sponsor regarding membership.
- The application process for membership has been expedited. The process has been fast-tracked so that a prospective member can attend a meeting one month and be initiated as a member the next.
  - a. Prospective member attends meeting as guest of sponsor.
  - b. After meeting the guest is given a membership application to fill out and return and, the sponsor is given a membership endorsement form to fill out and return.
  - c. When both the application and endorsement forms are received by the secretary, they are e-mailed to the Board for approval. Board members are given a few days to respond.
  - d. If there are no questions or concerns expressed by the Board of Directors, the applicant is approved.
  - e. Upon approval of the Board, an e-mail noting the approval of the Board is sent out to the membership with the request to submit any questions or concerns within a few days. If no inquiries are received, the member is approved.
  - f. The member and sponsor are notified and the new member is invited to the next meeting and inducted as a member.

- When a candidate is accepted as a club member he or she will be formally introduced and inducted into the club at a club meeting. The sponsor will provide a brief summary of the candidate and the President will provide a packet of information and induction ceremony.

### **Outreach strategies for recruitment.**

The most successful method of recruiting new members is one-on-one personal approach by a SVTC Club member. However, throughout the year efforts are to be made to inform the community of the SVTC Club and to provide opportunities for people to inquire and seek membership.

- The SVTC website will be continually updated and efforts will be made to publish its availability.
- Pamphlets describing the SVTC Club will be designed and published and left at sites for prospective members, such as libraries and senior centers.
- Information on upcoming Torch presentations will be compiled in press releases and distributed to local media.
- The Membership Committee will identify prospective organizations, facilities, groups and associations where prospective members might be recruited. The Committee will identify appropriate actions to inform them of SVTC Club.
- As best practices and ideas are compiled by the IATC on the Membership site on their web page, the Membership Committee will continue to initiate and support efforts to retain and recruit members.

### **Goals for 2010-11**

1. The SVTC will provide to IATC all the information they request concerning the membership initiatives, goals and plans for the year by November.
2. The SVTC will set a goal of **a net Club gain in membership of 8 members.**
3. During the year each club member will have a personal goal of recruiting 1 new member by inviting at least 1 prospective member to a meeting.