

## Letter to the Affiliates

Dear President,

the Standing Committee Membership are working to support you in order to keep the club active and interesting. The experience and expectations of the members must be considered always. It's important to welcome new members, but it's also important to get them involved in club activities.

You need to clearly define the club's mission and state it clearly and openly to members in ways that they accept it.

We want to help you do this and provide you with the necessary tools (questionnaires) to:

- 1) Define "member satisfaction" for your club.
- 2) Create a member satisfaction plan
- 3) Implement and refine your plan

To do this you can also use our existing resources, our website, newsletters and our latest resource, the directory.

### STEP 1:

Defining "member satisfaction", for the club is the first step in ensuring that members have a positive experience and know what they want from their club.

Making changes that reflect the needs and desires of members is the key to ensuring a good experience.

To accomplish this, you can use the three questionnaires we have prepared for you.

They will help you tailor your club's activities to members' expectations.

### STEP 2:

Create a plan for member satisfaction.

Membership loss is a problem for many clubs, and the reasons are often the same:

- 1) Conflicts within the club: this is the number one reason members leave their club.
- 2) Consideration of not making a difference: if the club doesn't involve its members in the activities they want or if they feel that their voice doesn't count, then even the best projects can't make members feel that they are making a difference.
- 3) Not feeling the sense of belonging: the members who do not feel a sense of belonging will not stay in the club for long.

### STEP 3:

Implement and refine your plan.

Once you have interviewed your members and thought about their responses and concerns, it is time to propose changes and remove barriers. Communicate your plan for member satisfaction.

Remember, one of the reasons a member stays in a club is to understand their goals.

A member who knows what's going on in the club feels like an important part of the club.

We hope that with our help you will have an active club and satisfied, motivated members.