

Best Practices Series

Compiled by Members of the AKC Delegate Companion Events Committee

Issue: Recruitment of New Club Members; Invigorating Current Members

In some Clubs, new Members are few and far between. Often, too, many current members are rather inactive...the same few seem to do all of the work

Response: Develop strategies to re-invigorate Club Membership

Submitted By Betty M Winthers, Olympic Kennel Club

- * Look for non-members who are actively showing in Companion Event activities and ask them to consider Club Membership; invite them to a meeting
- *Have meetings at Dog Shows
- *Offer Seminars that will appeal to your target audience
- *Offer Matches, Run throughs, and Show-N-Go's
- *Encourage current members to recruit their friends
- *Encourage current members to be open, friendly and welcoming to potential new members. Present a positive image of the Club. Divide up tasks so that inclusivity is encouraged, and the same few people aren't overwhelmed with the bulk of the work.
- *Develop a Mentoring Program to help new Members get acquainted with the Club, its Members, and its Mission
- * Personal contact and outreach are more effective than blanket announcements in Newsletters