

Increasing Membership

Section Notes

The purpose of this section is to offer ideas on how to build club membership. Most clubs will experience a loss of members at renewal time. So, it is important to continue to build membership throughout the year so your club can grow and prosper.

Remember, having a lot of names on a roster does not mean that you have a viable club. Look for potential members who are genuinely interested in helping your club prosper.

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Possible Ideas

1. Offer shag lessons. This is the number one method of gaining new members. Consider giving free, or nearly free "beginner" level lessons. You may want to link up with the local recreation department or community college to offer shag dance lessons.
2. Contact area shag instructors and invite all of their participants to join your club.
3. Utilize a meeting facility that presently caters to "beach music".
4. Offer 1/2 price admission on nights when shag club is meeting.
5. Try to stimulate attendance/new members by offering door prizes and 50/50 raffles.
6. Have a special "reunion" party/meeting to entice past members to return and rejoin.
7. Get involved with the local Chamber of Commerce and other organizations and volunteer to provide "demonstrations" at some of their events.
8. At re-up time, send invoices/reminders to those that have not rejoined.
9. Get new members involved. Make them feel welcome at events. Many times new members volunteer and are not utilized. They may be shy to begin with, so make them comfortable.