**British Model Flying Association: East Anglia Region**

 **A Framework to grow club membership**

**Introduction:** This framework is intended as a discussion document to support and aid model flying clubs in their work to sustain and grow their club for the benefit of all current and prospective members. It is based on practical and achievable activities that will raise the profile of a club and therefore make it more attractive to prospective members. .

Any Club’s future depends on how it encourages and retains new members to enjoy aeromodelling

**And now to the framework to recruit members.**

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|  | **Action to recruit members** | **How do we do this** |
| **1.** | **Make friends with your local District or Unitary Council** | 1. Councils have a duty to promote community cohesion of which active leisure is a part. They publish on line and often hard copy news letters – ask to use their media to promote the club. One club in the region gained 3 new members through a short article in a widely distributed free newsletter.
2. Arrange to meet your council’s leisure officer and chair of the committee responsible for leisure and well being, possibly inviting them to visit your club and to discuss how they might support you.
3. Invite your local councillors to visit a flying session or open day.
4. Council’s have various small grant schemes, ask for details.

**Note**: It is best to approach District, Borough or Unitary Councils as they are more locally based. County Council remits will be too wide to support engagement with local clubs. They are more likely to engage with national and county based governing bodies. |
| **2.** | **Make friends with your local model shop if you have one** | 1. They are the first point of contact for many prospective members, help them to be knowledgeable about your club and positively direct people your way
2. Ask to have a bright eye catching poster displayed giving club contact details. Avoid heavy blocks of text.
3. Have simple business cards printed that they can give out on your behalf – members should have some as well to give to friends
4. Where there are local model shops they need us to survive and we need them to supply us. We should promote them and give positive feedback on their service.
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| **3.** | **Use the BMFA** | 1. Write an article for publishing – this should be lively but most of all the pictures must promote interest.
2. Take every opportunity to host regional activities as developmental opportunities for members
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| **4.** | **Create branded club products** | 1. At various events it is noticeable that many people wear club sweat shirts or hoodies. Consider branded clothing to raise visibility.
2. Use business cards to give to everyone inc members and other printed material to promote how to get involved.
3. Have an open access, simple and informative welcome page for prospective and new members prominent on the web site
4. Develop an information and welcome pack for prospective and new members
5. Promote your club at various events as appropriate
6. Have some banners banners made to use at events. Pop up barracudas are excellent
7. Be confident and proud of your club. Enthusiasm can be infectious.
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| **5.**  | **Develop the training scheme** | Whilst many (well most) aspire to the ubiquitous multi function Spitfire not all will have the skills and aptitude to achieve this. Therefore:1. Take care to match the model to the pilot’s potential and aspiration. A foam electric glider may better suit some than a Rising Star. Hand launched, slower, no IC motor to worry about and self landing.
2. Most learners want to quickly succeed, such an approach may be most effective
3. Consider applying for a grant for 2 or 3 electric gliders
4. Promote the BMFA Basic Proficiency Certificate as a stepping stone to the A certificate.
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| **6.** | **Hold an Open Day** | 1. An obvious activity but one that needs to be well planned, promoted and delivered. A key to its success will be your state of readiness to absorb and support 6 or more new members.
2. Offer a pro rata subscription for the balance of the membership year.
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| **7.** | **Ensure Club meetings are accessible to new members** | 1. Be sensitive to new members, they join with enthusiasm which can be easily eroded.
2. Promote other forms of aeromodelling to broaden interest and develop new skills.
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