

# Membership Retention Strategies

for SASS® Affiliated Clubs



**Single Action Shooting Society®**

*America's Leading Organization Dedicated to Cowboy Action Shooting™*

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# 19 Proven Member *Retention* Strategies

Browse these proven methods and start using them today!

Not sure where to start? We are here to help! ***Just look for the SASS® Support notes along the way.***



**1. Recruit Carefully.** Recruiting carefully in the first place is an important step in retaining members. Target prospective members who are genuinely interested in joining your club.

**2. Welcome Them.** Make new member inductions at the club level a special event for everyone. Provide new members with a welcome pack which includes important information about the club, its structure and other useful items. However, don't overload the new member, keep the information brief and to the point.



**3. Early Involvement.** Involve new members early. Build new members' involvement on a gradual basis. Start by giving new members specific tasks

that enable them to be involved in a limited way, then, as they gain knowledge, experience, and confidence, give them the opportunity to 'grow' into more responsible positions within the club.

**4. Help Get Them Acquainted.** Provide opportunities for new members to get acquainted with other members of the club. Special social functions, 'who am I?' talks by members are just some ways that clubs can make that happen.

**5. New Member Orientation/Mentorship Program.** Getting new members "hooked" on Cowboy Action Shooting™ is the easy part. One of the most intimidating phases for a new member is where to get started. From costuming to firearm acquisition, ammunition, gun carts, getting to shoots, meeting new people that share their interests... the amount of planning and preparation can be overwhelming. A significant amount of new members that don't renew or become active do so in their first year of membership. Develop a formal new member orientation or mentorship program for the first 6-12 months which enables the member to understand the workings of the club, SASS®,



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and his/her contribution. Identify mentors in your club to support new members in their first year of membership. Clearly define the role you want these mentors to play and provide them with some basic training/guidelines. Appoint one mentor for each new club member.

## 6. Sincere, Realistic Expectations.

Be careful to set sincere and realistic expectations up-front about the time, effort, and financial commitment associated with membership and participation in the sport. Members will be more satisfied when their expectations closely match their perceptions.

**7. Pay individual Attention.** Get to know your members as individuals and try to understand what motivates each of them to be a member of your club, and a member of SASS®.

**8. Recognize. Recognize. Recognize.** Recognize the achievements of club members, both formally and informally. Have special celebrations, make phone calls, write notes, say 'thank you' every chance you get.

**9. Make it Fun.** With the sport of Cowboy Action Shooting™, this is an easy one! Members stay when the club is fun, when they feel valued, and when they look forward to club shoots, meetings, and social events. Evaluate the 'entertainment' aspect of your programs/events. Do everything you can to make sure your club is doing all it can to ensure an enjoyable experience for your members.

## 10. Promote Your Club by Promoting Your Members.

Make sure the community at large recognizes the valuable contribution made by members of your club. Publicize club milestones, community service activities, indeed anything of interest.



Prepare news releases for your local media and use local community notice boards.

**11. Use Time Efficiently.** Value your members' time by conducting well-organized meetings and keeping to time. Well organized meetings are more effective meetings.

**12. Meet and Greet.** Roster one or two members to provide hospitality at each club function. These individuals can greet each member and guest as they arrive and set a welcoming tone.

**13. Complaints and Constructive Criticism.** Establish a system for members who have complaints or constructive criticism and communicate this system to members. Encourage members to voice their complaints and deal with them quickly and proactively. It's always best for members to feel comfortable in voicing their concerns than to leave feeling dissatisfied. Diversity in your membership means a variety



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of viewpoints and ideas. Encourage constructive criticism and feedback from your members.

**14. Regular Communication.** Communicate regularly with all your members. Use a periodic bulletin or newsletter, and send it out with regularity. Do whatever you can to keep members up to date and informed. Encourage input and planning.

**15. Avoid Burnout.** Burn out occurs for lots of reasons: there is too much work to be done; there are too few rewards or too few people are involved. Avoid burnout by setting realistic objectives, involving as many members as possible, providing praise for work well done and building in time for fun.



**16. Attendance Challenges.** Put in place a process to support members who seem to be missing matches and events. Make sure to take the time to make a phone call, send a 'missing you' note, and/or a call from the President or Membership Director.

**17. Be Receptive.** Be receptive to new ideas and ways of doing things, particularly when those suggestions come from members. Whilst you do not have to implement everything that is suggested, you do have a responsibility to listen and show appreciation for their ideas.

**18. Worry about Value, not Price.** Too often, clubs forget that price connotes value- a discount strategy can actually undercut a member's perception of value. Tactics as simple as putting a non-member price on items can reinforce perception of the value of membership.

**19. Never Stop Selling or Serving.** Disney. Nordstrom. Marriott. These organizations get mentioned atop any list of organizations that value customer service for one reason- they never stop working at it. As soon as you forget to tell members the value of your club- and how much you value them- they'll forget. And once they do, it's going to take a lot to win them back.

***Have questions? Can we help?  
We're here for your success!***

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