



# Membership Recruitment Program

for SASS® Affiliated Clubs



## **Single Action Shooting Society®**

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

102 E. Rochester Street, PO Box 960  
Akron, IN 46910  
(574) 598-2987 • Fax (877) 770-8687  
[www.sassnet.com](http://www.sassnet.com)



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# Introduction

The strength of the Single Action Shooting Society® lies in our affiliated club program and in our strength of membership; the members and shooters who devote themselves to the preservation and promotion of the sport of Cowboy Action Shooting™.

Attracting new members and retaining current ones are among the most important aspects of a successful club and a successful SASS®. A thriving membership doesn't just happen; it requires good planning and year-round attention.

It is the goal of the Single Action Shooting Society® to provide all SASS® affiliated clubs with the resources and support needed to build thriving, successful clubs. The contents of this guide are a compilation of the most tried and true methods for successful member recruitment customized for SASS® clubs.

Many of the ideas in this booklet have come from some of the most successful SASS® clubs in the country for recruiting and retaining members, indicating the depth of knowledge and experience that exists within our organization.

We hope this booklet will prove to be a resource for all SASS® affiliated clubs, and we encourage you to read and discuss these strategies within your club. Adopt any which you feel may help you recruit members more effectively. Please share your success stories with us and other clubs.

## Key Contacts

***Have questions? Can we help?  
Just reach out... We're here for your success!***

**By Mail:** Single Action Shooting Society®  
102 E. Rochester Street  
PO Box 960  
Akron, IN 46910

**Phone:** (877) 411-SASS or (574) 598-2987

**Fax:** (877) 770-8687

**Email:** General inquiries: [sass@sassnet.com](mailto:sass@sassnet.com)  
Club inquiries: [clubs@sassnet.com](mailto:clubs@sassnet.com)



# 17 Proven Membership *Recruiting* 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. Make a Plan.** The old aphorism is true- there are no planned failures, just failures to plan. Recruiting new members is one of the most important things you can do for the future of your club. Develop a formal recruitment plan, set recruitment goals, develop strategies and then follow through. Communicate the plan to your members and provide regular progress reports.

**2. Create an Club-Wide Membership Effort.** Establish a formal membership committee within your club. Target enthusiastic, well-connected club members to join that committee and give them the backing of the club to achieve its membership goals. Driving membership cannot be a job that is exclusive to the membership committee or your member relations director, however. Member satisfaction knows no departmental boundaries.

**3. Rewards Programs.** Recognize and reward members who bring new members to the club. Reward systems can be quite simple or more sophisticated, and can be customized to your club and its members. Make sure rewards are timely and meaningful. Make it a personal honor that each member brings at least one new member to the club. All members are encouraged to identify and invite new members; indeed the future of your club and SASS® depends on it!

**4. Variety.** Use a variety of methods to recruit new members. Because individuals are different, and have different motivations and interests, you will need to have a variety of recruitment methods on hand.

**5. Target Your Recruitment Efforts.** Think about the types of individuals who are most likely to join your club, and SASS®. Survey your own members. Why did they join? For example, Put up posters or flyers and information on SASS® and your local club at local gun shops and western lifestyle retailers. The more you can target your recruitment effort toward those most likely to join, the more successful you will be.

**6. Targeted Diversity.** Examine the diversity of your areas professional, business, and entertainment interests. Is this diversity reflected in your club's membership? If not, find the gaps and target particular individuals to broaden your club's classification base. A diverse membership is more representative of our modern communities. Target prospective members with different cultural and educational backgrounds and with different abilities, ages and gender to increase your clubs diversity. All are welcome in SASS®!



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# Membership Recruitment Program



**7. Friendly Competition.** Add the elements of competition to recruitment. Charge each club committee with the task of recruiting at least two new members. Have a prize for the committee which recruits the most new members. Keep the club updated with results in your club newsletter. OR- divide the club into teams and challenge each team to find at least one new member over a defined period (e.g. three months). Award points for every new member that joins. The team with the most points wins!

**8. Membership Pledge.** After a membership drive, ask all new members to pledge to recruit at



least one new member in their first year. Follow up with new members and remind them of their pledge. Publicly recognize their efforts when they succeed.

**9. Coordinated Membership Drives.** Involve other SASS® clubs in your area in a concerted membership campaign. Share the costs and the benefits of a combined recruitment activity.

**10. Prospective Member Day.** Whatever you call it, it's a recipe for success. It is like having the greatest show and tell during an open house (open range) of your favorite things! Be sure to include refreshments, casual conversations and interactions, as well as formal demonstrations of the sport. Make sure that all demographics are represented to ensure the many members of your club are represented; and that all prospective new members feel welcome. If you are able to host this on your home range, don't forget to have safety supplies, guns, ammunition, and trained range officers on site to give interested members a little guidance and a chance to strap on a pair of six guns and shoot their way through their first Cowboy stage.

**11. Prospective Member Kit.** Develop a prospective members' kit, with information about your club, its members, successful activities, and the like. Make it easy to read and visually appealing. Make sure the kit includes information on how to become a member. **SASS® Support: SASS® can help with design support.**

**12. Welcoming the New.** Send a letter of congratulations and welcome to proprietors of new business in your area and to new residents in town. Let them know about your club and your activities and welcome them to join you at your next function.



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**13. Make Guests Welcome.** When you bring guests into your club, make them feel welcome and appreciated. Make sure they are greeted on arrival, introduce them around, and answer any questions they might have. Thank them publicly for coming. Following up with an 'it was great to meet you' letter from the Club President or Membership Director is a good idea.

**14. Young Members.** Don't be fooled by the misconception that young people are not interested in, or involved in membership organizations. Think about ways your club can target young people.



**15. Use Your Club Website and Social Media.** Develop and maintain a club website and use it to promote your club and the sport. Be sure to include a 'contact us for more information' link and a link to the latest digital edition of *The Cowboy Chronicle!* In addition to a website, embrace social media and enjoy market networking at the click of a mouse. Be sure to have your club's own official

Facebook page; THE place to post and promote events, accomplishments,

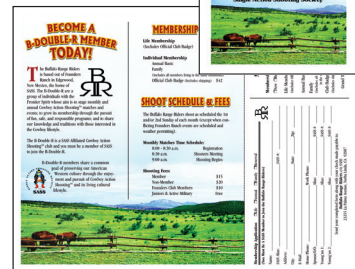


and recognition. Don't make it a "group" that requires someone to have to "ask to join the group"; make it a public page that makes it accessible to members and non-(prospective!) members alike. **SASS® Support: SASS® can help with providing links and direction with social media. SASS also supports clubs on social media by sharing through our social media contacts.**

**16. Create a Brochure.** Prepare a simple brochure which highlights your club, its activities, and the benefits of membership. Explore possible businesses that might be prepared to sponsor the cost of publication, and distribute the brochure widely.

Make sure the brochure is attractive and presents your club in the best possible light.

**SASS® Support: SASS® can help with design support.**



**17. Advertise.** Targeted advertising is the most effective way to spread the word about your club, SASS®, and the sport of Cowboy Action Shooting™! Once you've identified your target demographic, place ads that will 'speak' to that demographic. Additionally, invite local television and radio out to your events for additional exposure, at no additional expense to the club.

**18. Dress Up, Show up, Set up.** Set up a booth at local gun shows, fairs, and festivals in costume. Be sure and have information on your local clubs available. **SASS® Support: SASS® can help provide brochures and videos for promotion.**



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# SASS® Club Member Incentive Programs

Your members are our members. Our members are your members. Membership in SASS® goes beyond being able to shoot in SASS® sanctioned matches. The value of SASS® Membership cannot be easily measured by any known metric. It means different things to different people. Whether it's for a love of the Old West, a way to support the shooting sports, the camaraderie amongst friends, the thrill of competition, or to simply support our Second Amendment rights - our members are the lifeblood of SASS®, and of our affiliated clubs alike.

## SASS® Club Member Incentive Programs

- Recruit a new member to join SASS®.
- Your club sells the new SASS® membership at the current published rate. (\$75 Basic/\$60 Spouse/\$25 Youth)
- Your club KEEPS \$5 of each new membership.

These SASS® Membership Incentive Programs are exclusive to SASS® Affiliated clubs. These programs are a great opportunity for generating revenue for your club coffers. The goal of the programs are to encourage SASS® membership within your club while simultaneously contributing to the continued growth and future sustainability of the Single Action Shooting Society®.



*To start taking advantage of these great incentive programs, please contact us so that we can provide you with the process and official forms for submitting both new memberships and renewal memberships!*



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