

Membership Information

Clubs around the world and across a variety of sports approach membership in very different ways. Recognizing and acting on the unique needs, customs, and changes in your community will enhance your ability to bring in new members and inspire existing ones. Membership categories will vary from club to club however examples may be junior, adult/senior, older adult (60+), student, family, volunteer/helper, coach (qualified & licensed), official (judge, field captain, TO), Life Member (Alumni) and any more.

A strong membership allows clubs to gain visibility and presence within their community. There is variety of factors to be considered when creating and implementing membership packages within your club.

1. Evaluating Your Club

Club evaluation is an effective method where members of your club are actively involved in changes soon after you gather feedback. Once you ask for members' opinions, they will be eager to see what changes will be made based on their recommendations.

When evaluating your club's approach to membership, it is suggested that you consider whether your club is diverse or not?

- What is the gender balance of your club?
- How many of your club's members are under the age of 40?
- Is the ethnic makeup of your community represented in your club?
- Do your club's leaders reflect the diversity that one would expect based on its members?
- Are different perspectives welcomed?

2. Creating a Vision for Your Club

Following on from evaluating your club, the next stage involves creating a vision for your club. The rationale behind club's creating a vision includes clubs forecasting where they want to be in 3 to 5 years' time. Below some questions on club's can reflect upon when creating a vision:

- What are your club's areas of weakness?
- What would you like your club to be known for?
- How do the challenges and strengths of your club shape your strategic priorities?
- What are your short-term and long-term goals?
- Do you have plans in place to help you reach those goals?
- What is your club good at? How can you capitalize on that?

3. Attracting New Members and Engaging Your Club's Members

Growing membership is generally regarded as one of the main priorities for most clubs. New members can be great in increasing further outreach into the community through new ideas and fresh perspectives being presented to the club.

Part of this is to ensure you are communicating the benefits of joining your club:

- Making a positive impact on the community in regards to having fun and keeping fit
- Establishing friendships and meeting new people
- Developing skills, such as technical badminton ability and life lessons through sport
- Promote club's efforts to ensure members are at the heart of clubs' decision-making
- Ensure information is well documented including on coaches and committee members
- Reward and Recognition of Club Workforce (Committee & Coaches) and Member's achievements
- Support young people in gaining employability and work experience
- Encourages an welcoming environment with focus on areas of Equality, Diversity & Inclusion



MEMBER FEEDBACK:

It is important to ensure that you seek advice and feedback from members. This can be achieved in a variety of ways:

- Informal Discussion
- Focus Groups
- Questionnaires / Surveys
- Complaints Management Procedure