



*Membership Planning  
at the  
Club Level*

**Template and Suggestions  
For a  
Membership Plan**

*Produced by the NRAA to assist Clubs manage Membership  
Note that the ideas presented are not prescriptive, and are intended to assist Membership Planning at the Club Level.*

## GOAL

### **Recruitment, rejuvenation and retention of members at the Club level.**

This goal is vital to the future of the club and for the growth of the NRAA.

## OBJECTIVES

- Plan for the net growth of the individual club.
- While maintaining a core of members, aim to increase membership by X % per annum.  
*(Set your own Club's target for the year).*
- Retain members by holding regular competition, both inter and intra club. E.g.....
- Be inclusive of existing members in club activities and team shoots. E.g.....
- Initiate inter and intra club shoots. E.g. ....
- Recruit, educate and mentor new members:
  - Instigate a 'Buddy' system of mentorship.
  - Post induction follow-up to new members. Personal contact, Buddy system etc
- Promote publicity where appropriate in consultation with the president and/or the captain.
- Encourage use of electronic communication mediums for Club newsletters, websites etc.
- Encourage friendship and networking within the club, E.g.
  - Social events
  - After shoot get togethers in club rooms
  
- Periodically review the Membership Plan

*[Examples of activities (E.g) have been left for Clubs to choose from and to add their own]*

## RESPONSIBILITIES AND STRATEGIES

### *Club Membership is Everyone's Responsibility*

- **Develop a plan for recruiting members** and design activities that will help identify new members:
  - Constantly speak to and encourage our current members to promote rifle shooting to potential new members.
  - Media, newspapers etc.
  - Take advantage of events to promote shooting e.g., Open Days, Bring-a-friend days.. etc
  
- **Encourage every member to identify** prospective members throughout the year, invite them to club meetings and events. Follow up.
  
- **Provide support for new members:**
  - Identify a mentor for each new club member. The mentor helps the member get involved with club activities and learns about shooting and club procedures and encourages participation in committee work as well as participation in competition.
  
- **Evaluate club progress at least once a year.**
  - Have goals/objectives been achieved? What worked? What needs to be changed?
  - How are we going? Has membership increased? Are we retaining members?