

SurfCOAST

Attracting Members & Volunteers

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**This session's aim**

Provide you with:

- Ideas
- Advice
- Guidance



To assist in growing members and helpers for your club/group/activities.

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**Session Overview**

- Direction
- Structure
- Communication
- Collaboration
- Skills & Farming
- Celebration

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### Direction?

Be clear about why you exist

- Elevator Pitch??
- Future planning?
- Goals?



“If you don’t know where you’re going, you’ll end up some place else”. Lawrence “Yogi” Berra

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### How many is enough?

Do you need members?

- How many?
- Why?



Members or Helpers?

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### Asset Mapping?

What’s an asset map?  
Start with what you’ve got.



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**Structure?**

The usual setup:  
President, (Vice Pres), Secretary, Treasurer, Ordinary Members

An alternative

- Why?

Again - Members or Helpers?



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**Communication?**

- You do, don't you.....?



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**Collaboration?**

Working with others



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## Skills Audit, anyone?

What's a skills audit?




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## A Skills Audit

Skill needed	Numbers needed	Roles that need the skill
Strategic Thinking (over the horizon thinking)	2	President, Vice President
Leadership, administration, management	3?	President, Secretary, Treasurer
Communication & Writing	2 or 3	Newsletters Facebooks Instagram
Handy/ trade skills	1 or 2?	Council Liaison (Council Buildings), Working Bee leader
Project management (planning and/or doing skills)	4 or 5 (to share the load of events)	Raffle Organiser Luncheon Planner Reunion leader Open Days
Friendly/Welcoming personality	Lots	Recruiters Welcome party
Cooks, bottle washers	4 or 5	Fundraising BBQs Cake stalls Club gatherings – always better with food

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## What's farming got to do with it?

Planting seeds  
Nurturing  
Harvesting




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Celebrate!

Make time for fun.



A colorful, bubbly graphic that says "Party time". The word "Party" is in large, multi-colored letters (purple, yellow, blue, red), and "time" is in red and green. There are small colorful dots around the text.

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Stick your neck out?

"If we keep doing what we're doing, we're going to keep getting what we're getting."  
Stephen R. Covey



An illustration of a person sitting on a large, metal wheel that is tilted. The person is leaning forward, and the wheel is supported by a tripod-like stand.

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Recap

- Develop a plan & structure
- Grow your connections
- Break down the jobs
- Take a chance
- Celebrate the journey

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 Further help?

Other Local Clubs

Council's Volunteer Advisor – 03 5261 0600 or  
volunteering@surfcoast.vic.gov.au

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