

Skal International Canada

Suggestions to Increase Conversion & Retention

Conversion

Name Tags – Bright noticeable ones for guests so members know to approach when they see them.

What you bring to the club – Tell them how the club will benefit by having them join.

Follow Up - Immediate follow-up of new potential members/guests.

Skal Atmosphere - Create a “SKAL” atmosphere during the meeting – display banners, awards, pictures of previous events/meetings, President wear regalia.

Retention

Mentor – Assist new member to mingle and get to know all club members. Mentor should ask why they joined and make suggestions to fulfil that need.

Exposure to Executive Meeting – Offer new member to sit in on an executive committee meeting to learn more about the workings of the club.

Committees – Get new member involved in working groups or committees.

Welcome from Skal Canada – Personal welcome from Skal Canada President welcoming new member and encouraging visiting other clubs as a guest.

Follow Up – Contact by club President or Executive member after the first few meetings to get feedback on their Skal experience. Reinforce ‘Doing Business Amongst Friends’ opportunities.

Dinner Date – Ask new member to sit with a different executive member for the first few meetings so they meet new people each time.

Greeter – Have new member be the greeter or run the registration desk so they interact with all members.