



Retention

Retaining existing members is vital to the growth and sustainability of lifesaving clubs and is far cheaper and less time consuming than recruiting new ones. Clubs that are able to successfully retain a large portion of their membership from year to year have less reliance on recruiting new members. In addition, clubs that keep their existing members happy are likely to not only retain them but increase the likelihood that these members will recruit friends and family.

Tips for retaining existing members:

- Identify what your members want from their time with the club and identify what changes need to be made for your club to meet those needs. Ask them, as you may think you know, but often they have a different idea
- At least once a month consult with every member about:
 - How they are going
 - Their needs
 - Changes they would like to see at the club
 - Training and development opportunities
- Regularly reinforce the benefits of being involved with your club (fitness, friendship, competition, fun). Restate the value you bring to members.
- Periodically take the time to assess whether individual members are meeting their goals and/or performance targets
- Periodically host a social day/night at the club to reinforce the fun of being involved with the club. Run it on a cost recovery basis not as a fundraiser, alternatively if funds allow, make it free to members
- Recognise and act on the key signs of when a member is dissatisfied. This should be easier if people are regularly checking where a member is at

Ways to recognise member

1. Smile when you see your volunteers
2. Learn and remember your volunteers' names
3. Acknowledge the presence of your volunteers
4. Always remember to say 'thank you'
5. Give volunteers meaningful work
6. Challenge volunteers to do new things
7. Nominate volunteers for local, regional and national volunteer awards)
8. Give awards such as plaques and certificates
9. Ask for feedback from your volunteers
10. Host an annual appreciation dinner, awards night etc.
11. Involve long term volunteers in training new volunteers

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12. Share volunteer success stories and volunteer contributions through newsletters and your website
13. Take time to buy your volunteer a tea or coffee and have a chat
14. Provide a letter of recommendation or reference for employment
15. Provide caps, badges or t-shirts so your volunteers can be easily recognised and feel part of the team
16. Be specific when thanking volunteers. Mention something they have done that makes them special
17. Give volunteers tasks in which they will be successful
18. Recognise volunteers in front of those who are important to them
19. Send birthday cards to your volunteers, from your club
20. Host a volunteer Christmas party
21. Provide training for your volunteers
22. Celebrate International Volunteer Day on 5th December each year
23. Involve volunteers in your club's planning process
24. Ensure your volunteer has the correct equipment for their role
25. Submit media releases about the good work your volunteers are doing
26. Organise a trip (social or educational) for your volunteers
27. Honour volunteers for years of service to your organisation

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