



8th EBL NBO Officers' Seminar

Retaining Club Members

By **Eric Laurant**



Retaining Club Members

- Step 1: Recruiting members
- Step 2: Retaining members



Retaining Club Members

- χ High retention rates= satisfied members
- χ Less effort
- χ Less expensive
- χ Low retention rate= serious problems



Retaining Club Members

Situation in the Netherlands:





Retaining Club Members

Two key issues in member retention:

- Integration
- Education



Retaining Club Members

INTEGRATION

- χ Prepare the club for new members
- χ Be approachable
- χ Prepare new members for the club
- χ Assign a “New member contact”
- χ Make them feel welcome
- χ Integrate

Retaining Club Members

Prepare the club for new members



Retaining Club Members

Make them feel welcome





Retaining Club Members

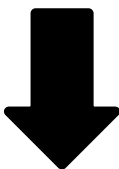
Trial membership





Retaining Club Members

New Member contact





Retaining Club Members

Ethics & etiquette





Retaining Club Members

Play together, integrate





Retaining Club Members

Guided Bridge





Retaining Club Members

Keep them involved





EDUCATION

- χ Practice, practice, practice
- χ Educating
- χ Keep yourself informed



Retaining Club Members

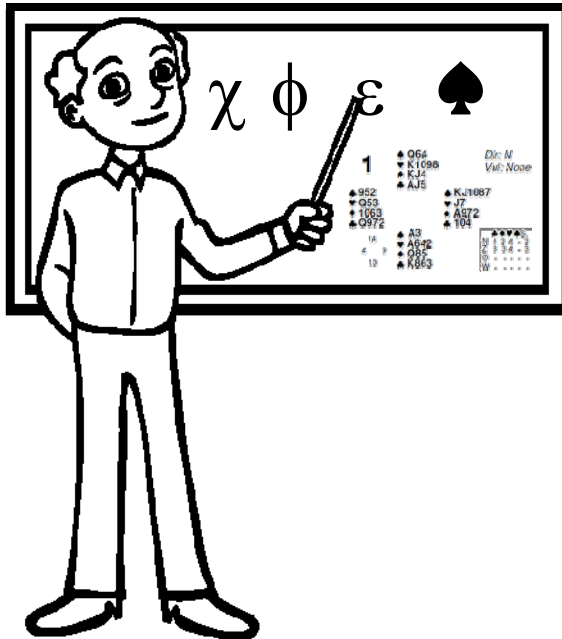
Practice





Retaining Club Members

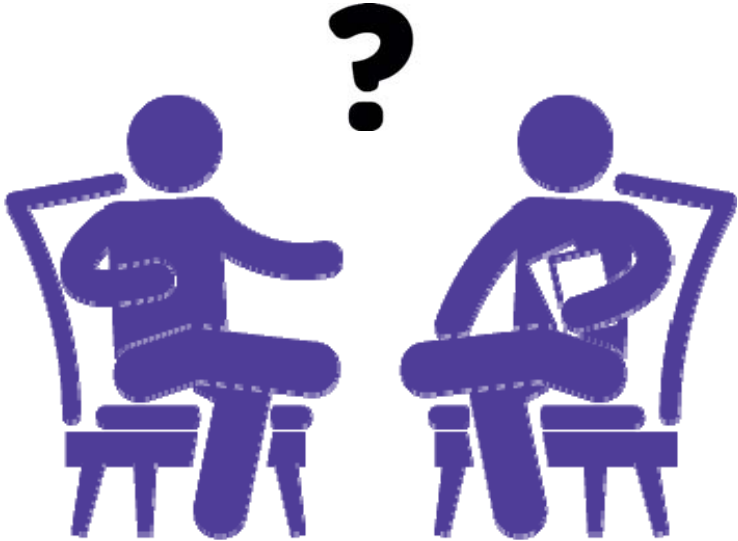
Education





Retaining Club Members

Educate yourself





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