



Action Plan 2018/19 – 2020/21

CRITICAL ISSUE: Lack of sufficient revenue.

GOAL: **To increase net Club membership by 10% annually.**

INTENDED OUTCOMES / RESULTS: Establish a healthy net membership growth pattern by offering members a variation of top level curling programs and leagues.

ACTIVITY & DESCRIPTION	ACTION STEPS	PEOPLE (Lead, Supports, Involved)	TIMELINES (Start / End)	RESOURCES (add in Spring annually)		STATUS / PROGRESS TOWARDS RESULTS
				Financial	Other	
1. Create a Membership Committee.	a) Contact the list of volunteers surveyed form a committee of four to five people. b) Use the contact information and make personal calls or emails to solicit the final committee members.	LEAD: Mike Alford MEMBERS: Denise Pritchard, Debbie Brown, Marg England, Murray Locke INVOLVED (& in what way, for what):	YEAR: 2018 START: May 2018 END: May 2019	None		<ul style="list-style-type: none">• Committee established• Bill Calverley left as committed member but will assist in number crunching for membership fee data• Murray Locke joined committee



Action Plan 2018/19 – 2020/21

Membership Fee	a) Review current structure and determine its validity going forward b) Examine other possible structures (IE: pay to play) c) Work with finance committee to re-evaluate membership costs for 3+ year members. d) Possibility of fee freeze e) Possibility of fee reductions for members who volunteer more than required 5 hour time (IE: Convenors, Board, Committee Chair)	LEAD: Mike Alford MEMBERS: Denise Pritchard, Debbie Brown, Marg England, Murray Locke INVOLVED (& in what way, for what):	YEAR: 2018 START: Sep 2018 END: April 2019			- Pay to Play numbers created by Bill Calverley, to be reviewed by committee
Build Our Value Proposition	a) Establish member incentive program b) Recognition Programs for long standing members, volunteer	LEAD: Mike Alford MEMBERS: Denise Pritchard, Debbie	YEAR: 2018 START: Sep 2018			Following attributes of value proposition distributed to committed for discussion - ability to play in a wide variety of top level curling programs - wide variety of payment options that fit my schedule and budget needs - ability to reduce my fees

Action Plan 2018/19 – 2020/21



	<p>excellence, community involvement</p> <p>c) Work with Sponsorship committee to build program where members that use sponsors receive discounts, incentives for using their services</p>	<p>Brown, Marg England, Murray Locke</p> <p>INVOLVED (& in what way, for what):</p>	<p>END: May 2019</p>			<p>through Volunteering, New Sponsor and New Member recruitment discounts offered by sponsors to member</p> <p>-</p>
Discuss possibility of eliminating Rental Leagues	<p>a) Work with Industrial league convenor</p> <p>b) Establish membership fee category for Industrial members only</p>	<p>LEAD: Mike Alford</p> <p>MEMBERS: Denise Pritchard, Debbie Brown, Marg England, Bill Calverly</p> <p>INVOLVED (& in what way, for what):</p>	<p>YEAR: 2018</p> <p>START: Sep 2018</p> <p>END: May 2019</p>			



Action Plan 2018/19 – 2020/21

Review Junior / Intermediate Membership Pricing	a) Discuss ways to reduce cost for students b) Work with manager to build attractive Junior program with incentives for students to play evening leagues c) Work with finance committee in the possibility of unlimited spare opportunities	LEAD: Mike Alford MEMBERS: Denise Pritchard, Debbie Brown, Marg England, Murray Locke INVOLVED (& in what way, for what):	YEAR: 2018 START: Sep 2018 END: May 2019			
---	---	---	--	--	--	--