



Increase your club membership and grow our sport!

The MAAA support our clubs to provide a safe place to fly. We provide the tools you need to manage your club, from management systems to technical expertise, making it easier for you to enjoy your sport and clock up more flight hours.

To help you grow your club grow, on the MAAA website, you will find some advice on how to write a press release that will help local clubs promote their events, and ultimately, our sport. You'll also find some introductory information on how to host an event.

But, one of the most important issues facing clubs today is how to retain and grow membership. Here, we offer some advice to help you welcome new members to your club.

Why does your club need new members?

Where is your club headed in the next five, 10 or 15 years? Will you face a black hole of knowledge and expertise?

MAAA clubs across the country have different levels of skills and expertise. Some focus on competition, some on recreation; some have declining membership while others are experiencing incredible growth!

However, the truth is that sometimes, personalities or individuals often get in the way of decision-making for the future. Organisations with longstanding members can get stuck on traditional views. Clubs feel “comfortable” they may not want to welcome “outsiders”.

But, for our clubs to continue and our sport to thrive we need to make sure that we start recruiting people and developing skills for the future.

It's also important to give people “a fair go”. After all, everyone at your club was once the “new kid on the block”. People who come to your club are probably looking for the same camaraderie you enjoy.

The MAAA is the leading national aeromodelling organisation in Australia.



The first step in recruiting people with the skills, knowledge and expertise your club needs into the future is to make sure that any potential members feel welcome.

Often a key reason that clubs struggle to retain their members (and maintain a thriving membership) is because people aren't welcomed properly in the first place.

So, how do you think your club performs? If you arrived as a potential new member would you be warmly welcomed? Would the facilities or plans of the club impress you? Would you have a clear indication of the activities on offer, the flight schedule and the organisational rules? Would you think your club was professional and friendly?

One way to help make a great impression is to introduce a Club Welcome Pack for new and prospective members.

Your Welcome Pack could include:

- A personal welcome from the Club President or Secretary (see attached example)
- Relevant membership application forms (if they have not already joined your club)
- Important contact details with an introduction to your executive members and flight instructors
- Some information on your club, its history, your flight schedule, and Handbook
- Tips on flying for beginners from members of your club
- Membership categories and fees
- Club Membership Application Form
- A social events calendar
- Simple information, like where to find the tea and coffee and facilities, or a checklist of what to bring if they aren't available (a thermos, water bottle, hat and sunscreen?)
- Information on how people can become involved and help out
- Sometimes, some insider tips on how the local weather affects flying may also be beneficial
- Club website address where additional details can be found

Remember, your club's welcome pack may be a potential member's "first impression", so it is worthwhile investing time to ensure it has a professional lay out and is well presented.





Dear (name),

WELCOME TO [NAME OF CLUB]!

As a club we work hard to attract new members and make sure they feel welcomed and valued.

To introduce you to (insert name of your club), we have put together this Welcome Pack. This pack includes:

- **Please list inclusions**
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We hope to see you clock up many hours of flight at our club. If you need any further information please do not hesitate to contact me.

If you're new to flight and have any specific training needs please don't hesitate to ask for advice. I hope you find your time with us an enjoyable experience and we look forward to providing you with lots of fun, for many years to come.

Kind Regards

(relevant Club Contact)

