

Recruitment Incentive Proposal

Purpose and Goal:

To grow the membership rolls of the BGS� to capacity and begin to administer a waiting list. This will bring the finances of the club to predictable levels and allow the club to operate with solid fiscal numbers. A waiting list for membership should help reduce the attrition rate.

Allow the individual member to benefit from recruiting efforts through an incentive program.

Incentive:

1. Recruit (5) new members in a fiscal year period and receive the next year's members dues complementary.
2. Recruit (3) new members in a fiscal year period and receive \$50.00 towards the next year's member dues.
3. Recruit (50) new members during 8 contiguous fiscal year periods and receive a BGS� Life Membership
4. This program is for individual recruitment only. Members recruited at Club marketing events are not eligible for awards in this program. Examples of recruitment not being available for awards are events where BGS� sets up the marketing environment which is managed by members. Examples are the Boat Show, J.D. Crowe festival, BGS� Fish Fry, and membership applications turned in to the office without sponsor names indicated. Recruitment awards that are available and encouraged include during club meetings, division meetings, division events, sponsored guests, and personal friends.

The numbers:

1. Five new members, equals income of \$1,500.00 to the club and the residuals of those memberships for years to come. The cost of the incentive to the club is \$200.00 for a net gain of \$1300.00 plus future residuals.
2. Three new members, equals income of \$900.00 to the club and the residuals of those memberships for years to come. The cost of the incentive to the club is \$50.00 for a net gain of \$850.00 plus future residuals.
3. Fifty new members, equals income of \$15,000.00 to the club and the residuals of those memberships for years to come. The cost of the incentive to the club is \$3400.00 for a net gain of \$11,600.00 plus future residuals.

The financial aspects of the incentives show this to be a sound proposal; however, it is all our members' "duty" to recruit.

Needed Resources:

- **A tracking procedure**
 - A data base for tracking through the BGS� Bookkeeper is in place.
 - A "sponsored by" line has been added to the application and the web site.
 - All counting will apply at orientation with paid membership
- **A new up to date brochure with application**
 - This expense is in the budget and would be spent this year anyway.
 - Would include all new dues and mailing information.
 - Should be purchased in a quantity to allow for distribution and made available to the membership.
- **An education program to the membership**

- Newsletter announcement'(s) / an ongoing commitment from the officers and board members.
- A flier made available at the clubhouse and via e-mail
- An email campaign to our database