NEW MEMBER COMMUNICATIONS PROCESS

(SAMPLE ONLY)

Focus on tracking participation and providing regular and specific points of contact for the first 6 weeks. This will help the new member set a strong foundation for long-term engagement.

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| Day 24  Club member meeting  Day 18  Club member meeting  Day 9  Club member meeting  Day 3  Club member meeting  Day 1  Starter information  (welcome pack, membership card, club brochure) |

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| Day 30  Well done! email  Day 16  How’s it going? email  Day 2  Welcome email  (letter confirming membership details)  Day 4  Get started email  (Squash Buddy list, club timetable)  Day 10  Something new email  (event, coaching offer, etc.) |

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| Day 14  Day 42 |

Make someone accountable for checking how many times the new member has visited the club after 14, 42 and 84 days. Aim for all new members to attend the club 21 times in the first three months (two visits per week on average).

* If, at the checkpoints, they are not on target then you need to find out what more you can do to help (rescue mission)
* If, at the checkpoints, they are on target then you need to reinforce this. (high five)