

Club Membership - Offering solutions for A New Approach

List of membership ideas:

- 1) Appoint a high-energy, outgoing membership chair in every unit. This enthusiastic person who enjoys the Airstream lifestyle must be able to handle electronic communications.
- 2) If a dealer is available form a dealer partnership, i.e. Airstream Los Angeles.
 - Make sure that the dealer is willing to give the new buyers the Club 4X6 card and understands that repeat business is a substantial chunk of their sales.
 - Suggest the dealer offer a one year free WBCCI membership with the sale of every Airstream
- 3) 4x6 cards announcing your unit to prospective members.
 - When printing the cards make sure they can be cut down to fit a business envelope when you send your invitational letter to new buyers and prospects.
- 4) Business cards. Suggest members have personal business cards with the unit website address.
 - Discuss with current members who may be interested in having cards made with their info on it, that there are disadvantages to putting their home address on the card, ie home burglary etc.
- 5) Every new owner contacted by a membership representative; suggest they look at the club's website and join us at a rally. Offer one-year unit membership or comp rally fee.
- 6) Website running and current. This is extremely important with the technology-based society that we now have. The site should include unit information, rally schedule, contact information. Be sure to keep your website fresh and published.
 - Have a membership application on the Unit's website. Publish on Website, that current members of other Unit's can also be Affiliate Members for a reasonable price, like \$5 or \$1.
- 7) Start a Facebook page for your unit that provides a platform for members to talk about your unit - fun places to go, ideas for future rallies, updates on special events, i.e. International.
 - Make sure that when creating a Unit's Facebook page that there are pros and cons to having a open or closed Facebook page. Bad guys will know when you're traveling.
- 8) Solicit Airstream owners parked in your campground; provide a 4x6 card along with a personal note where you are parked and to come join us.
- 9) Solicit MALs. Get a list of all MALs in your area and send a letter or email suggesting they join us at a rally. Come see if our club fits with your lifestyle.
- 10) Share your brand! Include your club's logo on shirts, cups, hats, etc.
- 11) Special event rallies published in local newspapers.

- 12) Hold rallies which include voluntary seminars on interesting subjects like rig maintenance, restoration of an Airstream, towing, Dutch oven cooking, photography, quilting, birding, canoeing, cycling.
- 13) Include non-WBCCI Airstream owners in rallies and introduce them to the club.
- 14) Follow up with email after first contact with prospective members; keep potential members 'in the loop'.
 - Possibly assign or ask for a volunteer to be a buddy to assist the new contact or member to feel welcome and have someone to contact with questions.
- 15) Soft sell invited guests, if they like what they see they will join.
 - Don't be insistent that everyone needs to join. I wouldn't want to see someone coerced or pressured into joining, only to find that it's not for them, drop out after a year, then badmouth the club for a lifetime. Airstreaming is different things to different people. The bottom line is that RVing is traveling, exploring, adventure, learning, family time, and then for us who love the club, it's friendships. Airstream is the Icon which we all have in common and which ultimately brings us together