

Member Recruitment Considerations



1 Decline in Volunteerism

- **Challenges:** Limited time, financial constraints, and a preference for flexible, less structured commitments.
- **Impact on Clubs:** While surf clubs maintain good retention rates, proactive recruitment is necessary to prevent future decline and maintain healthy membership levels.

2 Changing Trends in Volunteering

- **Long-Term Trends:** Volunteerism decline, especially among younger generations, is an ongoing trend as they juggle multiple interests and prefer digital interactions.
- **Generational Shifts:** Younger volunteers are often less confident in face-to-face settings and may need innovative approaches to recruitment.

3 Effective Recruitment Strategies

- **Unique Selling Proposition (USP):** Identify and leverage each club's unique features (e.g., location, community focus, specialized programs) to attract new members.
- **Assessing Club Needs:** Clarify the club's specific recruitment needs, whether for patrol members, administrative roles, or technical skills. Tailor messaging to attract individuals who fulfill these needs.
- **Key Messaging:** Communicate the flexibility and variety of roles to dispel myths about heavy time commitments or necessary skills. Emphasize the social and community aspects of volunteering.

4 Leveraging Social Media

- **Facebook Ads:** Target local demographics within a specific radius to increase campaign relevance. Even modest budgets can yield positive recruitment outcomes.
- **Ad Tips:** Choose appropriate age groups, define proximity targeting, and optimize budget for local visibility.

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Community Engagement

- **Local Outreach:** Use printed materials in schools, local businesses, and community centers, and explore partnerships with other clubs or businesses to mutually promote each other's events.
- **Partnerships:** Partner with businesses or community organizations for cross-promotion, especially within close-knit communities

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Preparing for New Interest

- **Inquiry Management:** Dedicate a few individuals to handle incoming inquiries, with a prepared response template to ensure consistency and promptness.
- **Clear Induction:** Prepare a welcome pack with FAQs, schedules, and key contacts to streamline new member onboarding.

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Streamlining the Recruitment Process

- **Quick Conversions:** Simplify steps from inquiry to active membership through a clear, supportive process.
- **Support Systems:** Introduce a buddy system or mentoring program to guide new members, helping them feel supported and integrated.

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Creating a Welcoming Culture

- **Induction Processes:** Clear induction procedures and ongoing support for new members ensure they feel part of the club from day one.
- **Continuous Improvement:** Regularly update recruitment processes based on member feedback to keep approaches fresh and relevant.

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Support from Surf Life Saving Queensland

- **Marketing Assistance:** Clubs can reach out to the Surf Life Saving Queensland marketing department for additional recruitment materials and strategies.

Actionable Steps

- **Define Your USP:** Hold a club meeting to identify unique aspects that set your club apart.
- **Develop a Recruitment Plan:** Focus on clear messaging and campaigns aligned with club needs.
- **Launch a Social Media Campaign:** Use Facebook ads targeting a 10 km radius of your club.
- **Engage the Community:** Distribute print materials locally and explore community partnerships.
- **Streamline Inquiry Handling:** Assign team members to manage initial contacts and streamline the onboarding process.
- **Engage Youth through Social Media:** Encourage younger members to create content on TikTok or Instagram to attract peers.

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