**New Zealand Inline Hockey Association**

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| **16 April 2020** |  **www.inlinehockeynz.org.nz** |

**Retaining Members and Membership:**

To help support clubs during these difficult times we have collated a number of ideas in conjunction with Sport NZ and Aktive to help clubs retain members.

Please use and adapt these as need be to meet your clubs and individual needs.

**Membership/Registration:**

* Make membership easy - re email out a link to registration and ensure data has rolled over from the previous year so it takes less time to complete online
* Maintain current membership to ensure you come out of this in a good shape
* Make it hard for members to walk away by keeping fees as affordable as possible
* Maintain contact with your members - not communicating this year means it will be hard to bring them back next year
* Let them know you value where they are spending their available leisure dollar
* Encourage the members to be engaged with hockey - posting of training routines for members to practice and request to see/post their training participation

**Committee:**

* Be open to change more than you have in the past - see this as a great opportunity to review processes and remove costs not needed so your club survives
* Ensure you have the correct people on your team to push your agenda for club survival in 2020 and beyond
* Honorariums be dismissed for the financial year
* Can you share a venue to save costs?
* Can you hire your venue out to raise funds?
* Do you have additional services you can use to make money - eg running a kitchen, disco, quiz night etc.

**Costs:**

* What are your costs as a club and what can you drop?
* Look at age divisions - does one age grade prop up another?
* Is a premium paid on some grades and not others to subsidise grades?
* Is advertising for companies/local businesses within your club membership available - you support them and in turn the club gets a small payment from these people for any job they get through the club?
* Is there a chance for a payment holiday during this period that you can pass on to members?
* Package deal for families and a discount if paid on time?
* Is there a discount for new members?
* Friend gets friend option/campaign - discount for club members if they bring a friend who joins up?
* Superfan - can you do more to help? Those without a lot of disposable income - can we offer a payment holiday/discount to them?
* Price framing Options:
* Option A - pay up front in full and receive a discount
* Option B - one off payment and normal amount
* Option C - pay in monthly installments
* Instead of annual charging move to on going charging - membership costs are divided out amongst the year and set up as a direct debit
* Incentives for early payments
* Attract sponsorship to generate an outside interest in the club - local paper, media, Facebook,